

EXHIBIT 2

**IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF UTAH, CENTRAL DIVISION**

ALFWEAR, INC.,

Plaintiff,

Case No. 2:23-cv-00412-JCB

V.

KULE, LLC, a New York limited liability company,

Defendant.

REBUTTAL REPORT TO THE EXPERT REPORT OF ROB WALLACE

Expert Report by:

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INTRODUCTION AND QUALIFICATIONS

1. I am a Principal at Applied Marketing Science, Inc. (“AMS”), a market research and consulting firm. I have been at AMS since 2011, and I have worked in the field of market research since 1996. Prior to joining AMS, I held research positions at the Forbes Consulting Group (2003-2011), Lockheed Martin (2002-2003), MCI WorldCom (1999-2002), and Marketing Analysts, Inc. (1996-1999).
2. In my market research career, I have personally designed and conducted thousands of market research surveys across a broad range of modalities and a broad range of populations.
3. I am a member of the American Association for Public Opinion Research (AAPOR), the Institute for Operations Research and Management Science (INFORMS), the Insights Association, and the International Trademark Association (INTA). Through my INTA membership, I have served on the Impact Studies Committee and the Famous and Well-Known Marks Committee where I chaired the Dilution Subcommittee. I currently serve as an editor for The Trademark Reporter. In addition, I am the co-host of an annual CLE accredited webinar that focuses on the topic of survey evidence used in intellectual property litigation. I have served as a testifying expert and have submitted reports to Federal and State Courts, as well as the Trademark Trial and Appeal Board, in a variety of litigation matters on behalf of plaintiffs and defendants.
4. I hold a Bachelor of Arts in History from Roanoke College and a Master of Business Administration from the University of Colorado, Colorado Springs. My professional qualifications are described in my curriculum vitae, which is included as Appendix A.

BACKGROUND AND ASSIGNMENT

5. Plaintiff Alfwear, Inc. (“Alfwear” or “Plaintiff”) is a company in the outdoor space.¹ It is my understanding that since at least 1994, Plaintiff has used the marks KÜHL and KUHLE (“KÜHL marks”) in connection with a variety of goods and services, including a range of apparel products.² It is also my understanding that Plaintiff owns several federal trademark registrations for the KÜHL marks.³
6. Defendant Kule, LLC (“Kule” or “Defendant”) is a company in the fashion business.⁴ It is my understanding that Defendant sells products, including clothing products, under the KULE mark (“KULE mark”).⁵
7. Plaintiff alleges that “Kule’s use of the KULE mark is likely to confuse members of the consuming public into believing that Kule and/or their goods and services are affiliated with, or sponsored or approved by, Alfwear, or that Alfwear and/or its goods and services are sponsored or approved by Kule, or to otherwise cause confusion, mistake, or deception.”⁶
8. Plaintiff has produced a survey and an expert report by Mr. Rob Wallace (hereafter the “Wallace Survey” and “Wallace Report”) that purports to “determine if the relevant public believes that the source of the Defendant’s website, <https://www.kule.com>, to be the same or affiliated with the source of the Plaintiff’s website, <https://www.kuhl.com>, thereby causing a likelihood of confusion between these brands.”⁷ In his report, Mr. Wallace concludes that, based on the result of his survey, “there is relevant confusion

¹ <https://www.kuhl.com/content/about/>.

² Complaint, ¶ 18.

³ *Id.*, at ¶¶ 19-21.

⁴ <https://www.kule.com/pages/the-story>.

⁵ Complaint, ¶ 7.

⁶ *Id.*, at ¶ 34.

⁷ Expert Report of Rob Wallace, ¶ 1.

between the sources of the sites in question based on the KÜHL and KULE marks and how they are pronounced.”⁸

9. I was asked by counsel for Defendant to (a) review the methodology employed in the Wallace Survey to determine whether the data can be relied upon to support the opinions expressed in the Wallace Report, and if I found Mr. Wallace’s methodology flawed, to (b) design and conduct a rebuttal survey to address flaws in his survey. In this report, I provide an opinion on the reliability and validity of the survey methodology used by Mr. Wallace and on the conclusions reached in his report and describe the survey that I designed and conducted to address the flaws in his survey.
10. In undertaking this assignment, I relied on generally accepted principles of market research, as well as my extensive expertise in survey development and the interpretation of qualitative and quantitative data. The work I performed for this investigation was as an employee of AMS, and other AMS employees worked on this assignment under my direction. My rate of compensation for this assignment is \$695 per hour. My compensation is not contingent upon the outcome of this case.
11. A complete list of materials I have considered to date about this assignment is included in Appendix B. I reserve the right to update and revise my opinions and conclusions should any additional data or information become available to me. Note that my omission of any specific element of the Wallace Survey or Wallace Report, if any, should not be interpreted as agreement or approval therein.

⁸ *Id.*, at ¶ 46.

SUMMARY OF OPINIONS

12. Based on my review of the materials provided to me, as well as my background, education, and professional experience, it is my opinion that the Wallace Survey is fundamentally flawed in design, implementation, and interpretation, and that no valid or reliable conclusions can be drawn from the data. In fact, the survey fails to adhere to the basic principles of proper survey design set forth in the Federal Judicial Center's Reference Guide on Survey Research, a widely accepted treatise on proper methodology for surveys conducted for litigation, authored by Dr. Shari Diamond.⁹
13. The Wallace Survey is flawed because (1) the survey population was not properly defined or screened for qualification; (2) the Squirt format was inappropriate; (3) the presentation of stimuli does not reflect marketplace conditions; (4) the sampling frame was not designed to represent the target population; and (5) the Wallace Report contains expert opinions without supporting evidence.
14. The flaws in the Wallace Survey are cumulative in their impact. Thus, while each flaw alone would make Mr. Wallace's conclusions unreliable, taken together, these flaws render the results of the Wallace Survey of no value in addressing the question it purports to address.
15. Additionally, the results of the Rebuttal Survey that I designed and conducted, which corrected for the flaws observed in the Wallace Survey, demonstrate that relevant consumers are not likely to confuse Defendant's KULE mark with Plaintiff's KÜHL marks. Specifically, after controlling for guessing and other forms of survey noise, a net 0.0% of survey respondents believed that Defendant's KULE mark originates from, is

⁹ Diamond, S. (2011). Reference Guide on Survey Research. In Federal Judicial Center and The National Academies Press, *Reference Manual on Scientific Evidence*, pp.359-423.

connected or affiliated with, or is used with the permission or approval of, Alfwear or Kühl. It is my understanding that these results are below the levels that courts have been found to be probative of likelihood of confusion.¹⁰

16. These results are in stark contrast to the results obtained by Mr. Wallace and further support my conclusion that the Wallace Survey is fundamentally flawed, and as a result, no valid or reliable conclusions can be drawn from his data.

EVALUATION OF THE WALLACE SURVEY

Description of the Wallace Survey

17. The Wallace Survey was conducted online among individuals aged 21-65 who indicated that they have purchased or been involved in the purchase of stylish city clothing in the last 12 months and who also plan to purchase or be involved in the purchase of stylish city clothing in the next 12 months.¹¹
18. After the initial screening questions, respondents were randomly assigned to either the test or control group. All respondents were presented with the Kühl website and told: “Please review this website in the context of your making a clothing purchase. The survey will refer to this website as ‘the first website you saw’.” Respondents were then asked to review three websites in the context of making a clothing purchase in randomized order. Test group respondents saw webpage images for Kule, WTAPS, and Johnnie O, while control group respondents saw webpage images for Cuel (instead of

¹⁰ McCarthy on Trademarks and Unfair Competition § 32:189 (5th ed.) “When the percentage results of a confusion survey dip below 10%, they can become evidence which will indicate that confusion is not likely.”; Ezell, M. & Sartore, A.. “Survey Percentages in Lanham Act Matters,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Diamond, S. & Swann, J. eds. 2022), p.321. “For likelihood-of-confusion survey percentages under 10 percent, courts have generally ruled against a finding of likely confusion.”

¹¹ Expert Report of Rob Wallace, ¶ 23.

Kule), WTAPS, and Johnnie O. For each webpage shown, respondents were asked, “Do you believe this website is from the same source as the first website you saw or is otherwise affiliated with or approved by the source of the first website you saw?”

Respondents were presented with three response options to choose from: “Yes, I believe that this site is from a source that is the same, affiliated with or approved by the source of the first site I saw,” “No, I believe that this site is from a source that is different from, non-affiliated with and not approved by the source of the first site I saw,” and “Don’t know/Can’t tell.” After answering the question above, they were then asked the open-ended question “Why do you say that?” for each website.

19. After answering these questions, respondents proceeded to a series of demographic questions and the Wallace Survey was completed.

Critiques of the Wallace Survey

The Wallace Survey is flawed for at least the following reasons:

The Survey Population Was Not Properly Defined or Screened for Qualification

20. One of the most important steps in designing surveys used for litigation is to select the appropriate universe. Professor J. Thomas McCarthy states that, “Selection of the proper universe is a crucial step, for even if the proper questions are asked in a proper manner, if the wrong persons are asked, the results are likely to be irrelevant.”¹² Stated another way, unless likelihood of confusion is established among relevant consumers, any finding outside of that model is of no value.

¹² McCarthy on Trademarks and Unfair Competition § 32:159 (5th ed.).

21. The Wallace Survey purports to test whether “the relevant public believes that the source of the Defendant’s website, <https://www.kule.com>, to be the same or affiliated with the source of the Plaintiff’s website, <https://www.kuhl.com>, thereby causing a likelihood of confusion between these brands.”¹³ The type of confusion alleged here is known as “forward” confusion, because the senior user alleges that a junior user’s mark is likely to cause confusion.¹⁴ In a case of alleged forward confusion, it is well-established that the appropriate survey universe is the junior user’s potential customers.¹⁵
22. In his report, Mr. Wallace defines the target audience for his survey as “men and women between the ages of 21 and 65 who had purchased stylish city clothing within the last 12 months and [emphasis added] plan to do so again within the next 12 months.”¹⁶ Mr. Wallace claims that this criteria “defines the KULE consumer demographics.”¹⁷ But this target population, as defined by Mr. Wallace, is fundamentally flawed.
23. To qualify for participation, the Wallace Survey required that respondents had to have purchased “stylish city clothing” within the last 12 months and be likely to purchase “stylish city clothing” again within the next 12 months. However, this screening criteria would arbitrarily exclude individuals who have not purchased “stylish city clothing” before, but are likely to do so in the next 12 months. Indeed, Dr. Jacob Jacoby explains that one relevant category of purchasers for purposes of a likelihood of confusion survey

¹³ Expert Report of Rob Wallace, ¶ 1.

¹⁴ Barber, W. & Yaquinto, G. “The Universe,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Shari S. Diamond & Jerre B. Swann, eds. 2022), p.33.

¹⁵ McCarthy on Trademarks and Unfair Competition § 32:159 (5th ed.) “In a traditional case claiming ‘forward’ confusion... the proper universe to survey is composed of the potential buyers of the *junior* user’s goods or services.”; Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, p.287 “the proper universe for a forward confusion survey is the defendant’s prospective customers.”

¹⁶ Expert Report of Rob Wallace, ¶ 23.

¹⁷ *Id.*

includes, “prospective (or potential) purchasers who, though they have never purchased the item in the past, are considering making a purchase in the future.”¹⁸ Additionally, Mr. Wallace’s screening criteria would also arbitrarily exclude individuals who have purchased “stylish city clothing” longer ago than 12 months, but who intend to purchase such clothing in the next 12 months. Individuals such as those described above are, arguably, potential purchasers of the goods and services at issue (and therefore relevant consumers), but all of them would have been excluded from participating in the Wallace Survey due to the flawed screening criteria.

24. Mr. Wallace cites to no academic literature specific to likelihood of confusion surveys supporting his position that the proper universe for likelihood of confusion should be restricted only to those individuals who are both past and potential purchasers of the goods and services at issue. Further, I am not aware of any literature specific to likelihood of confusion surveys that advocates such an approach.¹⁹ Indeed, Dr. Jacoby states that, “In a traditional case claiming ‘forward’ confusion... the proper universe to survey is the potential buyers of the junior user’s goods or services. Note the word ‘potential.’ The focus is on prospective customers, not past customers [emphasis added].”²⁰

25. The flaw discussed above results in an underinclusive universe, which is a critical flaw.

In discussing examples of an inappropriate universe, Professor McCarthy states that “[a]

¹⁸ Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, p.314.

¹⁹ The Reference Guide on Survey Research states that, “in trademark litigation, the relevant population in some disputes may include all prospective and past purchasers of the plaintiff’s goods or services and all prospective and past purchasers of the defendant’s goods or services.” See Diamond, S. (2011). Reference Guide on Survey Research. In Federal Judicial Center and The National Academies Press, *Reference Manual on Scientific Evidence*, p.376. However, (1) this citation is not specific to likelihood of confusion surveys, (2) this citation does not state that such an approach is appropriate in all disputes, and (3) Mr. Wallace did not screen for any purchasers of plaintiff’s goods or services (i.e., purchasers of “rugged outdoor clothing” or “premium performance clothing”).

²⁰ Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, p.285.

universe may be improperly under-inclusive by defining a group narrower than the ideal universe, thus leaving out a group of persons whose perception is relevant.”²¹

Consequently, Mr. Wallace arbitrarily excluded a potentially sizeable portion of relevant consumers in his survey. As Mr. William G. Barber states, “Where the excluded consumers make up a sizeable proportion of the relevant universe, courts tend to view the survey with skepticism.”²²

26. As a result of the flaws described above, there can be no confidence that the results of the Wallace Survey provide any relevance with regard to the actual likelihood of confusion in the marketplace. Therefore, the conclusions in the Wallace Report are unreliable and invalid.

The Squirt Format Was Inappropriate

27. Mr. Wallace explains that he used the Squirt format for his survey.²³ The Squirt format exposes “respondents to the first comer’s stimulus... followed by exposing respondents to the allegedly infringing stimulus second.”²⁴ While the Squirt format is a commonly used approach to measure likelihood of confusion, Mr. Jerre Swann states that “it should not be used ... where the brands at issue do not proximately appear or otherwise overlap in the market.”²⁵ The reason, Mr. Swann explains is that, “absent consumer overlaps in the marketplace, respondents who report a ‘connection’ due to the ‘similarity of names’ are

²¹ McCarthy on Trademarks and Unfair Competition § 32:161 (5th ed.).

²² Barber, W. & Yaquinto, G. “The Universe,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Shari S. Diamond & Jerre B. Swann, eds. 2022), p.50.

²³ Expert Report of Rob Wallace, ¶ 14.

²⁴ Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, p.563.

²⁵ Swann, J. “Likelihood of Confusion Surveys,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Diamond, S. & Swann, J., eds. 2012), p.70.

‘demonstrating merely that they had read the names .. in artificially close proximity.’”²⁶

Mr. Swann also states, “the reliability of a survey is greatly reduced or even nullified by an expert’s inappropriate format choice.”²⁷

28. Mr. Wallace’s decision to use the Squirt format was inappropriate for this matter. In attempting to justify use of the Squirt format for his survey, Mr. Wallace states that, “courts accept a Squirt based methodology when the sites in question can be engaged concurrently or sequentially by the same consumer [emphasis added] during the purchase process.”²⁸ However, this criteria is not sufficiently met in the present matter to justify use of the Squirt format.
29. It is my understanding that Defendant is a “luxury fashion brand”²⁹ that sells “stylish city clothing,”³⁰ whereas Plaintiff is an “outdoor apparel brand”³¹ that sells “rugged outdoor clothing”³² and “premium performance clothing.”³³ In the Wallace Survey, respondents were shown an image of the Kuhl homepage with images of individuals engaged in various outdoor activities (e.g., hiking). Respondents were then shown an image of Defendant’s Kule homepage with individuals wearing stylish city clothing and asked questions to measure the likelihood of confusion. But the Wallace Survey only qualified respondents on whether they were purchasers of stylish city clothing (i.e., Defendant’s clothing).³⁴ Importantly, respondents in the Wallace Survey were *never asked* whether

²⁶ *Id.*

²⁷ Swann, J. (2016). Eveready and Squirt—Cognitively Updated. *The Trademark Reporter*, 106(4), p.746.

²⁸ Expert Report of Rob Wallace, ¶ 15.

²⁹ <https://poshmark.com/brand/KULE?>.

³⁰ Expert Report of Rob Wallace, ¶ 23.

³¹ <https://www.shoptheshark.com/brands/kuhl/>?

³² Complaint, ¶ 19.

³³ <https://www.kuhl.com/content/faq/>.

³⁴ Expert Report of Rob Wallace, ¶ 23.

they were purchasers of rugged outdoor clothing or premium performance clothing (i.e., Plaintiff's clothing).

30. However, once qualified for the survey, respondents in the Wallace Survey were presented with an instruction to “please review this website in the context of your making a clothing purchase” and shown an image of Kühl's website containing outdoor/performance clothing.³⁵ In taking this approach, Mr. Wallace assumes, without basis, that *every single person* who purchases “stylish city clothing” *also* purchases outdoor/performance clothing. Critically, Mr. Wallace provides no empirical evidence in support of this assumption.
31. And Mr. Wallace could not reasonably claim that Kühl sells “stylish city clothing.” Indeed, one of Kühl's trademark registrations is for “rugged outdoor clothing.”³⁶ Kühl's website states that, “We make premium performance clothing [emphasis added] including pants, shorts, shirts and jackets for men, women, boys and girls. From technical outdoor to rugged workwear to lightweight hiking pants [emphasis added], KÜHL lets you go farther and stay comfortable from the high seas to snowy summits.”³⁷ The Kühl website also states that, “we are proud to be one of the few remaining privately owned and independent companies in the outdoor space.[emphasis added]”³⁸ Further, there is not a single image on the Kühl website that depicts an individual in a city or urban environment, but instead all the images depict individuals engaging in outdoor recreational activities.³⁹ Additionally, the third-party retailers who sell Kühl branded

³⁵ *Id.*, at ¶ 37.

³⁶ Complaint, ¶ 19.

³⁷ <https://www.kuhl.com/content/faq/>.

³⁸ <https://www.kuhl.com/content/about/>.

³⁹ <https://www.kuhl.com/>.

clothing appear to be primarily, if not exclusively, outdoor recreation retailers such as REI and Backcountry.com.⁴⁰

32. Mr. Wallace’s own survey data demonstrate that consumers do not believe Kühl sells “stylish city clothing.” For example, among Wallace Survey respondents who indicated that the Kule website was not connected or affiliated with Kühl, a sampling of responses to the open-ended question about why they believed that include:

- a. “Kuhl is an outdoor brand and the 2nd image was more like JCrew” (ID#172)
- b. “they are two different types of clothes. kuhl is more outdoor and hiking associated while kule is more pretty and reminds me of j crew” (ID#302)
- c. “one is very outdoorsy and the other is much more stylish” (ID#316)
- d. “one was for camping style clothes and this one is for city clothing” (ID#372)
- e. “the first website I saw looked like a brand of outdoor clothing, like mountain and adventure clothes, this one feels like a more stylish and casual clothing brand” (ID#397)

33. Mr. Wallace claims that sufficient marketplace proximity exists between the two marks based simply on the results of various Google searches he conducted in incognito mode containing the search terms “Kühl” or “Kule.”⁴¹

34. However, it is unclear whether Mr. Wallace’s Google searches were conducted using a new incognito session for each term that he searched. Importantly, any data generated during an incognito session is stored for that specific session.⁴² That is, conducting multiple searches within a single incognito session would not generate “fresh” search results. Indeed, using a freshly cleared browser cache each time, a Google search for the

⁴⁰ <https://www.rei.com/search?q=kuhl>; <https://www.backcountry.com/search?s=u&q=kuhl>.

⁴¹ Expert Report of Rob Wallace, ¶¶ 15-18.

⁴² <https://www.kaspersky.com/resource-center/preemptive-safety/pros-and-cons-of-incognito-mode>.

terms “Kule striped shirt,” “Kule sweater,” “men’s Kule socks,” and “women’s Kule sweater” produced *no results at all* for Kühl (*see* Appendix H).

35. Further, it is unclear why any actual consumer seeking “stylish city clothing” and who performs a search by a specific brand name would perform a Google search using the search term “Kühl” since Plaintiff does not sell that type of clothing. It is also unclear why someone seeking “rugged outdoor clothing” or “premium performance clothing” would perform a Google search using the search term “Kule” since Defendant does not sell that type of clothing. Indeed, searching by brand name assumes that the individual has at least some familiarity with the brand for which they are searching. As Mr. Swann states, the Squirt format “is appropriate only if it reflects a significant number of real world situations in which both marks at issue are likely to be evaluated sequentially or side-by-side.”⁴³ However, Mr. Wallace fails to provide any empirical evidence that such a “significant number of real world situations” for his search results actually exists among consumers of “stylish city clothing.”
36. It is far more plausible that an individual would perform a Google search based on the category of clothing they seek to purchase. Mr. Swann explains that, “products are generally accumulated and sold by category.”⁴⁴ However, a Google search for “stylish city clothing” does not generate any search results for Kühl. And Google searches using keywords such as “outdoor clothing” and “performance clothing” do not generate any search results for Kule. Therefore, there is no evidence that the marks at issue are

⁴³ Swann, J. “Likelihood of Confusion Surveys,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Diamond, S. & Swann, J., eds. 2022), p.71.

⁴⁴ Swann, J. “Likelihood of Confusion Surveys,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Diamond, S. & Swann, J., eds. 2012), p.66.

sufficiently proximate in that any significant number of relevant consumers would encounter them in the manner presented in the Wallace Survey.⁴⁵

37. Yet, every single survey respondent in the Wallace Survey was shown the KULE and KÜHL marks together and asked to evaluate them both “in the context of your making a clothing purchase.” This is a critical flaw. Mr. Swann states that, “use of a Squirt for marks that cannot be shown to appear, with frequency, in physical or temporal proximity creates an artificial market for comparison purposes” and is thus a fatal flaw.⁴⁶ Thus, the use of Squirt format by Mr. Wallace is inappropriate because it creates a scenario that does not necessarily reflect real marketplace conditions and very likely produces artificial confusion.
38. The proper method for testing confusion in this matter is the Eveready format. In a typical Eveready survey to measure forward confusion, respondents are presented with the junior user’s product or mark and then asked open-ended questions about the source of the product or mark. The Eveready format is an appropriate design to measure consumer confusion when the senior mark is strong and widely recognized and/or the products at issue are not directly competing with one another.⁴⁷ In the present matter, Plaintiff claims that the KÜHL marks are “well known” and “famous.”⁴⁸ Furthermore, it is my understanding that the parties are not in direct competition. Kule sells “stylish city clothing,” whereas Kühl sells “rugged outdoor clothing” and “premium performance

⁴⁵ Swann, J. “Likelihood of Confusion Surveys,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Diamond, S. & Swann, J., eds. 2022), pp.73-74.

⁴⁶ Swann, J. (2016) Eveready and Squirt—Cognitively Updated. *The Trademark Reporter*, 106(4), p.746.

⁴⁷ McCarthy on Trademarks and Unfair Competition § 32:173 (5th ed.); McCarthy on Trademarks and Unfair Competition § 32:174 (5th ed); Swann, J. (2023). A History of the Evolution of Likelihood of Confusion Methodologies, *The Trademark Reporter*, 113(5), pp.738-739.

⁴⁸ Complaint, ¶¶ 41-42.

clothing.”⁴⁹ It therefore would not make sense to think of Kule and Kühl to be “competing” for the same customers, in that a consumer seeking to purchase “stylish city clothing” would choose to go to Kule’s website instead of choosing to go Kühl’s website. Accordingly, the Eveready format is the appropriate survey design to measure the likelihood of confusion in this matter.

39. Critically, it is well established that the Squirt format is inherently leading in situations where the conflicting marks are shown in proximity to one another in a survey, but would not be seen in proximity to one another in the actual marketplace.⁵⁰ Professor McCarthy explains that, “[t]he ‘Squirt’ survey method will often produce different results from the ‘Eveready’ format for the same contesting marks... a Squirt survey is more likely to produce a higher level of perception that the marks identify the same or related sources.”⁵¹ Thus, given the choice between the Eveready and Squirt formats, Mr. Wallace chose the format that would be most likely to skew the results in a manner favoring Kühl’s litigation position. As a result, the Wallace Survey results are flawed and the product of artificial proximity. Stated another way, use of the Squirt format in the Wallace Survey resulted in a higher level of confusion than if the Eveready method had been used instead.
40. As a result of this flaw, respondents in the Wallace Survey are being asked opinions about two marks that they may never encounter together in the actual marketplace. This does not accurately test for confusion, and results in an overestimation of the likelihood of confusion in the actual marketplace. As Mr. Kip Edwards states, “the survey expert

⁴⁹ Expert Report of Rob Wallace, ¶ 23; Complaint, ¶ 19; <https://www.kuhl.com/content/faq/>; <https://www.kuhl.com/content/about/>.

⁵⁰ McCarthy on Trademarks and Unfair Competition § 32:174.50 (5th ed.).

⁵¹ *Id.*

must make every reasonable effort to duplicate the marketplace conditions under which consumers are likely to encounter the mark at issue... The failure to discharge this obligation will often result in the exclusion of the survey.”⁵²

41. As a result of the flaws described above, the Wallace Survey overestimates the actual likelihood of confusion in the marketplace. Therefore, the conclusions in the Wallace Report are unreliable and invalid.

The Presentation of Stimuli Does Not Reflect Marketplace Conditions

42. One of the most important steps in designing surveys used for litigation is to ensure that the survey replicates actual marketplace conditions. As Professor McCarthy states, “The closer the survey methods mirror the situation in which the ordinary person would encounter the trademark, the greater the evidentiary weight of the survey results.”⁵³ It is my understanding that survey results have been found inadmissible in situations where the survey fails to sufficiently replicate the manner in which consumers encounter the trademark or product in the marketplace.⁵⁴ The Wallace Survey is flawed because the presentation of stimuli in the survey fails to replicate actual marketplace conditions.
43. In the Wallace Survey respondents were shown “the two sites in question plus two non-infringing clothing sites.”⁵⁵ More specifically, respondents were shown images of the Kule website (or, for control respondents, the Kule website but with all mentions of “Kule” changed to “Cuel”), the Kühl website, plus websites for two clothing brands not

⁵² Edwards, G. & Mayberry, J. “The Daubert Revolution and Lanham Act Surveys,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Diamond, S. & Swann, J., eds. 2022), p.354.

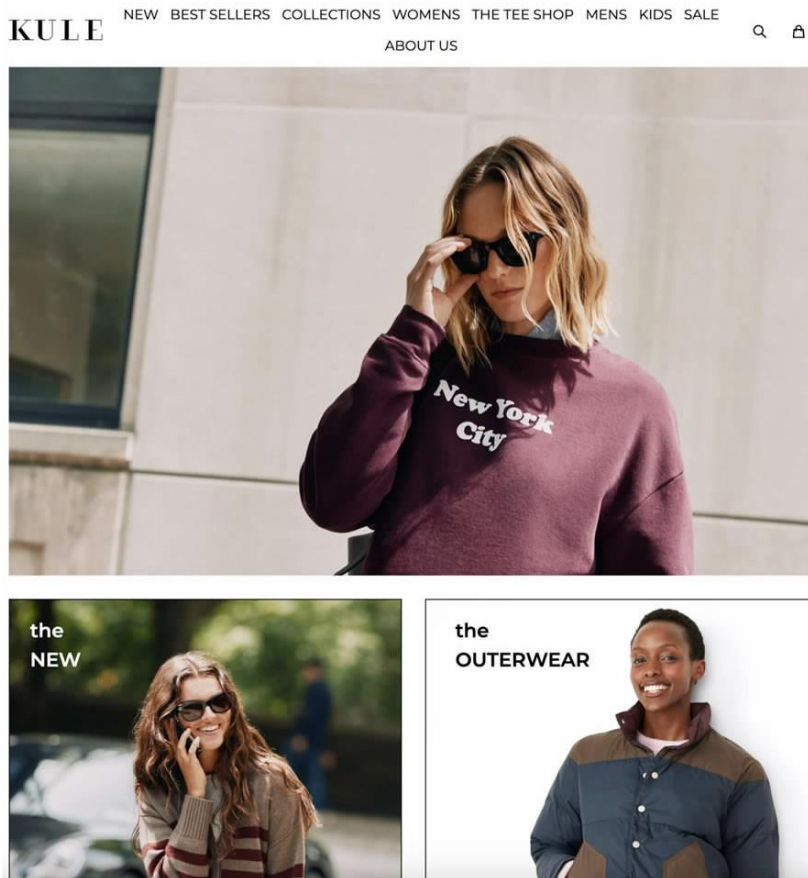
⁵³ McCarthy on Trademarks and Unfair Competition § 32:163 (5th ed.).

⁵⁴ *Id.*

⁵⁵ Expert Report of Rob Wallace, ¶ 14.

at issue in the present matter (WTAPS and Johnnie O).⁵⁶

44. Below is an image from the survey showing how the Kule website image was presented to respondents (note that the other website images were shown in a similar manner):



45. The images shown to respondents, as demonstrated above, do not contain all the information available to consumers on the webpages of the retailers that the images are supposed to reflect. More specifically, respondents were not able to see the entire webpage as they would in the actual marketplace, but instead what appears to be a cropped image of the top half of the page. Further, the webpage images do not contain the

⁵⁶ *Id.*

URL of the websites, which is a critical flaw.⁵⁷ This is inappropriate for testing likelihood of confusion as it does not reflect the market conditions in which relevant consumers would typically encounter the KULE mark. Indeed, such an approach purposely withholds from respondents information that might dispel confusion. Professor Jacoby states, “the test stimulus should faithfully represent the item *as it appears in the marketplace* (emphasis in original) Researchers conducting tests of stimuli appearing on the Internet need to be especially careful not to diminish the number and nature of cues associated with the test stimulus in the marketplace.”⁵⁸ Additionally, Professor McCarthy states that methodological deficiencies that have been criticized by the courts include, “questioning interviewees about a web page image that differs from the actual web page; and giving respondents less information than they would actually receive in a real purchasing situation.”⁵⁹ Further, Mr. Edwards states that, “a survey that uses stimuli that differ from what a consumer is actually likely to see in the marketplace does not accurately test for actual consumer confusion and thus lack probative value.”⁶⁰

46. Additionally, Mr. Wallace’s opinion that consumers would encounter the two marks in proximity to one another is based on Google searches he conducted using the keywords “Kühl” and “Kule.”⁶¹ However, a search using those keywords would not generate results for the WTAPS and Johnnie O websites that were shown to respondents in the Wallace Survey. This is another example where Mr. Wallace’s survey fails to replicate any real

⁵⁷ Edwards, G. & Mayberry, J. “The Daubert Revolution and Lanham Act Surveys,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Shari S. Diamond & Jerre B. Swann, eds. 2022), pp.362-363.

⁵⁸ Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, pp.485-487.

⁵⁹ McCarthy on Trademarks and Unfair Competition § 32:171 (5th ed.).

⁶⁰ Edwards, G. & Mayberry, J. “The Daubert Revolution and Lanham Act Surveys,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Shari S. Diamond & Jerre B. Swann, eds. 2022), pp.362-363.

⁶¹ Expert Report of Rob Wallace, ¶¶ 17-19.

world scenario. Consumers would either search for products online by category, such as “stylish city clothing” and be presented with results including a selection of clothing brands for which Kühn would not come up in the search results, or they would search by brand name such as “Kule” for which WTAPS and Johnnie O would not come up in the search results. Accordingly, the presentation of stimuli in the Wallace Survey does not reflect either of these scenarios, and therefore does not replicate any real-world situation. Thus, the survey data on which Mr. Wallace relies do not provide any reliable estimate of likelihood of confusion because the presentation of the survey stimuli fails to represent the manner in which consumers would encounter the marks in the actual marketplace.

47. As a result of these flaws, respondents in the Wallace Survey are being asked opinions (1) without all the relevant information that would be available to them in the actual marketplace that might dispel confusion and (2) in a manner that does not replicate any actual marketplace scenario. This does not accurately test for confusion, and very likely results in an overestimation of the likelihood of confusion in the actual marketplace. As Dr. Diamond states, “the survey expert must make every reasonable effort to duplicate the marketplace conditions under which consumers are likely to encounter the mark at issue... The failure to discharge this obligation will often result in the exclusion of the survey.”⁶²
48. Further, it is axiomatic that survey respondents be able to clearly view and evaluate the stimuli presented to them in order for the survey results to be reliable and valid. This is particularly true for the Wallace Survey, given that Mr. Wallace’s likelihood of confusion opinion is based on respondents’ impressions of the images presented. However,

⁶² Edwards, G. & Mayberry, J. “The Daubert Revolution and Lanham Act Surveys,” in *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, (Shari S. Diamond & Jerre B. Swann, eds. 2022), p.354.

respondents in the Wallace Survey were never asked whether they were able to see the webpage images clearly before being asked questions about them. This led at least one respondent to mention that they “can’t see the brand.”⁶³

49. As a result of the flaws described above, there can be no confidence that the results of the Wallace Survey provide any relevance with regard to the actual likelihood of confusion in the marketplace. Therefore, the conclusions in the Wallace Report are unreliable and invalid.

The Sampling Frame Was Not Designed to Represent the Target Population

50. For surveys used in litigation, it is critical that the sample accurately represents the population of interest.⁶⁴ A representative sample provides an unbiased indication of the characteristics of the larger population. Failure to sample representatively can result in skewed survey results that do not accurately reflect the larger population. Indeed, the Wallace Report states that, per the Federal Judicial Center’s Manual for Complex Litigation, the design of a reliable survey requires, among other things, that the “sample of respondents chosen from the proper universe should be representative of that population.”⁶⁵ More specifically, to ensure that samples are representative, it is important that the demographics of the survey respondents are managed in a manner to match the known demographics of the *population of interest*.⁶⁶
51. It is a well-known phenomenon in the field of market research that some demographic

⁶³ Expert Report of Rob Wallace, Exhibit B Kuhl Final Data, ID# 348.

⁶⁴ Diamond, S. (2011). Reference Guide on Survey Research. In Federal Judicial Center and The National Academies Press, *Reference Manual on Scientific Evidence*, p.380.

⁶⁵ Expert Report of Rob Wallace, ¶ 12.

⁶⁶ Diamond, S. (2011). Reference Guide on Survey Research. In Federal Judicial Center and The National Academies Press, *Reference Manual on Scientific Evidence*, p.407.

groups are more likely to respond to surveys than others.⁶⁷ Here, however, I see no evidence in the Wallace Survey indicating that any measures were taken to ensure a representative sample (e.g., through quotas, click-balancing) with respect to age, gender, or any other demographics.

52. To the extent Mr. Wallace was not aware of the precise demographic breakdown of the target population for his survey, he could have employed a process known as click-balancing. Click-balancing is a well-established method for ensuring a representative survey sample.⁶⁸ As Dr. Matthew Kugler writes, “A valid alternative approach to quotas—particularly when a precise breakdown of the target population is unknown—is known as ‘click balancing’ among platform and panel providers.” Dr. Jacoby explains that click balancing is appropriate “when characteristics of the defined universe are considered important but are not known.”⁶⁹ Further, Dr. Kugler explains that the process of click balancing is used “to achieve an appropriately weighted sample.”⁷⁰
53. Click-balancing refers to the process of ensuring that the group of people who click on the survey link (not to be confused with the group of people who qualify and complete the survey) is representative of the U.S. population. Because respondents who enter the survey screener are representative of the U.S. population as a whole, their individual responses to qualification screening questions means that the final survey sample is

⁶⁷ Shih, T. & Fan, X. (2008). Comparing Response Rates from Web and Mail Surveys: A Meta-Analysis. *Field Methods*, 20(3), pp.259-260.

⁶⁸ Kugler, M. & Henn, R.C. “Internet Surveys in Trademark Cases: Benefits, Challenges, and Solutions,” in *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, (Shari S. Diamond & Jerre B. Swann, eds. 2022), p.310.

⁶⁹ Jacoby, J. (2013). *Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys*. US: American Bar Association, p.384.

⁷⁰ Kugler, M. & Henn, R.C. “Internet Surveys in Trademark Cases: Benefits, Challenges, and Solutions,” in *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, (Shari S. Diamond & Jerre B. Swann, eds. 2022), pp.308-309.

representative of the target population on the screened dimensions.⁷¹ However, it does not appear that Mr. Wallace used, or even considered, click-balancing for his survey.

54. One cannot assume that the panel provider, Innovate MR, took any measures to ensure a representative sample without explicit input from Mr. Wallace. Online panels are not themselves representative of any particular population.⁷² As a result, Dr. Kugler states, “To be clear, it is the role of the survey expert, not the panel provider, to target the relevant population through ... click balancing.”⁷³

55. Indeed, the results of my Rebuttal Survey, in which I properly employed click balancing demonstrates that 29.0% of respondents were 50-65 years of age, compared to 45.0% in the Wallace Survey. This demonstrates empirically that the Wallace Survey data are not representative of the actual population of “men and women between the ages of 21 and 65 who had purchased stylish city clothing within the last 12 months and plan to do so again within the next 12 months.”^{74,75} This is a critical flaw.

56. An improper distribution of demographics in the survey has the potential to introduce significant skews in the survey responses. For example, older consumers may have very different opinions and beliefs compared to younger consumers. If older respondents make up a larger portion of the survey sample than they do in the relevant population, the opinions of the younger respondents will be underrepresented in the survey data and,

⁷¹ Kugler, M. & Henn, C. “Internet Surveys in Trademark Cases: Benefits, Challenges, and Solutions,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Diamond, S. & Swann, J. eds. 2022), p.310; Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, pp.384-385.

⁷² Kugler, M. & Henn, C. “Internet Surveys in Trademark Cases: Benefits, Challenges, and Solutions,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Diamond, S. & Swann, J. eds. 2022), p.308.

⁷³ *Id.*, at p.294.

⁷⁴ Expert Report of Rob Wallace, ¶ 23.

⁷⁵ Mr. Wallace also claims his survey was limited to individuals aged 21-65, but inexplicably there are 7 respondents in the final dataset aged 18-20.

accordingly, the overall results may not generalize to the actual population of interest.

57. Because Mr. Wallace fails to describe in his report any measures that were taken to ensure a representative sample, there can be no confidence that the Wallace Survey accurately represents the population of interest in the present matter. This flaw undermines the reliability and validity of Mr. Wallace's data and the conclusion drawn from them.

The Wallace Report Contains Expert Opinions Without Supporting Evidence

58. Professor McCarthy states that, "testimony on the likelihood of confusion issue that is merely subjective opinion 'is nothing more than conjecture' and is improper."⁷⁶ However, in his report, Mr. Wallace offers expert opinions based solely on his own subjective opinion.
59. Mr. Wallace opines that, based on the result of his survey, "there is relevant confusion between the sources of the sites in question based on the KÜHL and KULE marks and how they are pronounced. [emphasis added]"⁷⁷ However, the Wallace Survey does not test likelihood of confusion based on any actual or perceived pronunciation of the marks. Respondents in the Wallace Survey were shown visual representations of the marks. There was no auditory test of the marks and respondents were not asked any questions about actual or perceived pronunciation regarding the two marks at issue. Because Mr. Wallace tested likelihood of confusion for only the visual component of the marks, he cannot draw any conclusions regarding the likelihood of confusion based on how they are pronounced. That is, there is no survey data related to the likelihood of confusion based

⁷⁶ McCarthy on Trademarks and Unfair Competition § 23:2.75 (5th ed.).

⁷⁷ Expert Report of Rob Wallace, ¶ 46.

on any actual or perceived pronunciation of the two marks. Mr. Wallace fails to provide any empirical evidence to support this opinion.

60. As a result, any opinion proffered by Mr. Wallace regarding the likelihood of confusion between the two marks based on how they are pronounced is speculative, wholly unsubstantiated, and thus irrelevant to the present matter.

REBUTTAL SURVEY

Survey Design

60. I designed and conducted a Rebuttal Survey to address the flaws observed in the Wallace Survey. I utilized portions of the Wallace Survey but, where appropriate, deviated from it in order to correct the flaws I identified previously. In the paragraphs below I describe the differences between my Rebuttal Survey and the Wallace Survey.
61. First, my Rebuttal Survey screened for individuals who are likely to purchase or to be involved in the purchase of stylish city clothing in the next 12 months, without any limitation based on past purchasing behavior. The focus on potential purchasers follows best practices for likelihood of confusion surveys. As Professor McCarthy states, “In a traditional case claiming ‘forward’ confusion ... the proper universe to survey is composed of the *potential buyers* [emphasis added] of the junior user's goods or services.”⁷⁸ Further, as Dr. Jacoby explains, “Note the word ‘potential.’ *The focus is on prospective customers, not past customers* [emphasis added].”⁷⁹
62. Second, my Rebuttal Survey employed the Eveready format to test likelihood of confusion. Unlike the Squirt format, the Eveready format does not put the two marks at

⁷⁸ McCarthy on Trademarks and Unfair Competition § 32:159 (5th ed.).

⁷⁹ Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, p.285.

issue in this matter together in artificial proximity. Accordingly, the Eveready format employed in my Rebuttal Survey more closely approximates what relevant consumers would encounter in the actual marketplace, which is an important consideration when determining the appropriate likelihood of confusion survey methodology to use. Further, the Eveready format is considered the “gold standard” for surveys measuring likelihood of confusion.⁸⁰

63. Third, respondents in my Rebuttal Survey were allowed to see the full Kule webpage, including the URL, as they would be able to do in the actual marketplace with all the information that would be available to them that might dispel confusion. This more closely approximates what relevant consumers would encounter in the actual marketplace. Further, after being shown the Kule webpage, respondents were asked to confirm that they could see the website clearly. This is important given that responses to the likelihood of confusion questions are based on respondents’ impressions of the image presented.
64. Fourth, my Rebuttal Survey employed click-balancing to ensure that the final survey sample is representative of the target population on the screened dimensions. Click-balancing is a well-established method for ensuring a representative survey sample.⁸¹ Having a representative survey sample is critical because it provides an unbiased indication of the characteristics of the larger population.

⁸⁰ Swann, J. (2023). A History of the Evolution of Likelihood of Confusion Methodologies, *The Trademark Reporter*, 113(5), p.742.

⁸¹ Kugler, M. & Henn, R.C. “Internet Surveys in Trademark Cases: Benefits, Challenges, and Solutions,” in *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, (Shari S. Diamond & Jerre B. Swann, eds. 2022), p.310.

Survey Instrument

65. The Rebuttal Survey was exactly the same as the Wallace Survey except for modifications to address the flaws discussed above.

Screener

66. The Rebuttal Survey was conducted nationwide among adults who indicated that they were planning to purchase or be involved in the purchase of stylish city clothing in the next twelve months.
67. To obtain the proper sample, the Rebuttal Survey targeted panel members aged 21 and older. Among these respondents, click balancing⁸² was implemented to ensure that the individuals who had an opportunity to qualify for the survey approximated the U.S. Census in terms of age, gender and region. Because respondents who enter the survey screener are representative of the U.S. population, their individual responses to qualification screening questions means that the final survey sample is representative of the target population on the screened dimensions.⁸³

Main Questionnaire

68. After the initial screening questions, respondents advanced to the main questionnaire where they were assigned to either the Test Group or the Control Group. Test Group respondents saw the same Kule webpage as used in the Wallace Survey, except that (1)

⁸² “Click balancing” refers to the process of ensuring that the group of people who click on the survey link (not to be confused with the group of people who qualify and complete the survey) is representative of the population of the surveyed states. The process of click balancing involves sending periodic updates to the panel vendor on the age, gender, and region breakdown of inbound clicks on the survey link so that the panel vendor can make any necessary adjustments to their survey invitation mailings (*i.e.*, which age/gender/region they send invitations to and in what quantity).

⁸³ Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, pp.384-385.

the entire webpage was available for respondents to see and (2) the webpage image contained the URL of the website. Control Group respondents saw the same webpage, except that the “KULE” mark was replaced with “CUEL.”

69. Respondents were then asked to indicate if they were able to view the website clearly (QV1). Those who were unable to view the website clearly were not permitted to continue.
70. Respondents were then asked the standard Eveready battery of questions.⁸⁴ Q1 asked respondents, “Who or what company do you believe makes or puts out the clothing on this site?” Respondents who answered “Don’t know/Unsure” skipped to Q3. Those who provided a response continued to Q2 which asked, “Why do you say that?”
71. Q3 asked respondents “What other brands, products, or services, if any, do you believe are made or put out by the company that makes or puts out the clothing on this site?” Respondents who answered “Don’t know/Unsure” skipped to Q5. Those who provided a response continued to Q4 which asked, “Why do you say that?”
72. Q5 asked respondents if they believe the company that makes or puts out the clothing on the site does or does not have a business connection or affiliation with another company. Those who answered “does not have a business connection or affiliation with another company” or “Don’t know/Unsure” skipped to Q8. Those who answered “does have a business connection or affiliation with another company” were asked in Q6, “With what other company/companies do you believe the company that makes or puts out the clothing on this site has a business connection or affiliation?” Respondents who answered

⁸⁴ McCarthy on Trademarks and Unfair Competition § 32:174 (5th ed.).

“Don’t know/Unsure” skipped to Q8. Those who provided a response continued to Q7 which asked, “Why do you say that?”

73. Q8 asked respondents if they believe the company that makes or puts out the clothing on the site did or did not need permission or approval from another company. Those who answered “did not need permission or approval from another company” or “Don’t know/Unsure” skipped to QP1. Those who answered “did need permission or approval from another company” were asked in Q9, “From what other company/companies do you believe the company that makes or puts out the clothing on this site needed permission or approval?” Respondents who answered “Don’t know/Unsure” skipped to QP1. Those who provided a response continued to Q10 which asked, “Why do you say that?”
74. QP1 asked respondents about the highest level of education attained. QP2 asked respondents for their average household income. QP3 asked respondents if they have taken any other surveys related to stylish city clothing in the past 3 months. After this series of questions, respondents were thanked for their participation and the Rebuttal Survey was concluded.

Overview of Data Collection

75. A total of 996 potential participants responded to the email invitation between April 28 and May 8, 2025. A total of 435 respondents qualified for the survey based on their responses to the screening questions and subsequently completed the survey. Standard data cleaning procedures were used prior to the start of the analysis. Specifically, data from ten (10) respondents who provided nonsensical answers to the open-ended questions, seven (7) respondents who took over an hour to complete the survey, and twenty (20) respondents who indicated that had taken a survey related to stylish city

clothing in the past 3 months or weren't sure were removed from the data set prior to analyses.⁸⁵ The final data set therefore included 398 respondents (201 in the Test Group and 197 in the Control Group). This is a statistically valid sample size that provides an appropriate number of qualifying respondents for purposes of my analysis and opinion.⁸⁶ Detailed response statistics are shown in Appendix E.

Survey Results

76. The results of the Rebuttal Survey demonstrate that relevant consumers are not likely to confuse Defendant's KULE mark with Plaintiff's KÜHL marks.
77. AMS employees under my direction coded the open-ended responses to questions Q1/Q2, Q3/Q4, Q6/Q7, and Q9/Q10. Any mention of "Alfwear," "Kühl," or anything related to outerwear, outdoor clothing, performance clothing, hiking clothing, camping style clothing, or adventure clothing were coded and counted as confused.
78. In the paragraphs and tables that follow, the results for each question series are presented separately. Table 7 shows the overall level of confusion.
79. When respondents were asked in Q1 who or what company they believe makes or puts out the clothing on the Defendant's website, no respondents in either the Test or Control Group mentioned "Alfwear," "Kühl," or anything related to outerwear, outdoor clothing, performance clothing, hiking clothing, camping style clothing, or adventure clothing (see Table 1 below).

⁸⁵ If the respondents removed for quality control purposes had instead been left in for analysis, the net confusion would have been -0.5% instead of the 0.0% reported herein.

⁸⁶ Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association, pp.439-444.

Table 1

Q1. Who or what company do you believe makes or puts out the clothing on this site?/Q2. Why do you say that?

	Test Group		Control Group	
	N	%	N	%
Named Alfwear, Kühl, or something that might be associated with Alfwear or Kühl	0	0.0%	0	0.0%
Did not name Alfwear, Kühl, or anything that might be associated with Alfwear or Kühl	173	86.1%	162	82.2%
Don't know/Unsure	28	13.9%	35	17.8%
Total	201	100.0%	197	100.0%

80. When respondents were asked in Q3 what other brands, products, or services, if any, they believe are made or put out by the company that makes or puts out the clothing on the Defendant's website, one respondent in the Test Group mentioned "outerwear" and one respondent in the Control Group mentioned "outerwear" (see Table 2 below).

Table 2

Q3. What other brands, products, or services, if any, do you believe are made or put out by the company that makes or puts out the clothing on this site?/Q4. Why do you say that?

	Test Group		Control Group	
	N	%	N	%
Named Alfwear, Kühl, or something that might be associated with Alfwear or Kühl	1	0.5%	1	0.5%
Did not name Alfwear, Kühl, or anything that might be associated with Alfwear or Kühl	103	51.2%	89	45.2%
Don't know/Unsure	97	48.3%	107	54.3%
Previously coded as confused	0	0.0%	0	0.0%
Total	201	100.0%	197	100.0%

81. When respondents were asked in Q5 whether they believe the company that makes or puts out the clothing on the Kule website has a business connection or affiliation with

another company, 28.4% of respondents in the Test Group answered affirmatively, compared to 29.4% of respondents in the Control Group (see Table 3 below).

Table 3

Q5. Do you believe the company that makes or puts out the clothing on this site...?

	Test Group		Control Group	
	N	%	N	%
<u>does</u> have a business connection or affiliation with another company	57	28.4%	58	29.4%
<u>does not</u> have a business connection or affiliation with another company	62	30.8%	51	25.9%
Don't know/Unsure	82	40.8%	88	44.7%
Total	201	100.0%	197	100.0%

82. Respondents who answered “does have a business connection or affiliation with another company” to Q5 were asked in question Q6 to name the company or companies with which they believe the company that makes or puts out the clothing on the Kule website has a business connection or affiliation. No respondents in either the Test or Control Group mentioned “Alfwear,” “Kühl,” or anything related to outwear, outdoor clothing, performance clothing, hiking clothing, camping style clothing, or adventure clothing (see Table 4 below).

Table 4

Q6. With what other company/companies do you believe the company that makes or puts out the clothing on this site has a business connection or affiliation?/Q7.

Why do you say that?

	Test Group		Control Group	
	N	%	N	%
Named Alfwear, Kühl, or something that might be associated with Alfwear or Kühl	0	0.0%	0	0.0%
Did not name Alfwear, Kühl, or anything that might be associated with Alfwear or Kühl	33	16.4%	33	16.8%
Don't know/Unsure	24	11.9%	24	12.2%
Not asked	143	71.1%	139	70.6%
Previously coded as confused	1	0.5%	1	0.5%
Total	201	100.0% *	197	100.0% *

**percentages do not sum to 100% due to rounding*

83. When respondents were asked in Q8 whether they believe the company makes or puts out the clothing on the Kule website needed permission or approval from another company, 18.9% of respondents in the Test Group answered affirmatively, compared to 20.3% of respondents in the Control Group (see Table 5 below).

Table 5

Q8. Do you believe the company that makes or puts out the clothing on this site...?

	Test Group		Control Group	
	N	%	N	%
<u>did</u> need permission or approval from another company	38	18.9%	40	20.3%
<u>did not</u> need permission or approval from another company	87	43.3%	78	39.6%
Don't know/Unsure	76	37.8%	79	40.1%
Total	201	100.0%	197	100.0%

84. Respondents who answered “did need permission or approval from another company” to Q8 were asked in question Q9 to name the company or companies from which they believe the company that makes or puts out the clothing on the Kule website needed permission or approval. No respondents in either the Test or Control Group mentioned

“Alfwear,” “Kühl,” or anything related to outerwear, outdoor clothing, performance clothing, hiking clothing, camping style clothing, or adventure clothing (see Table 6 below).

Table 6

Q9. From what other company/companies do you believe the company that makes or puts out the clothing on this site needed permission or approval?/Q10. Why do you say that?

	Test Group		Control Group	
	N	%	N	%
Named Alfwear, Kühl, or something that might be associated with Alfwear or Kühl	0	0.0%	0	0.0%
Did not name Alfwear, Kühl, or anything that might be associated with Alfwear or Kühl	17	8.5%	23	11.7%
Don’t know/Unsure	21	10.4%	16	8.1%
Not asked	162	80.6%	157	79.7%
Previously coded as confused	1	0.5%	1	0.5%
Total	201	100.0%	197	100.0%

85. To obtain an overall level of confusion, I combined the data from questions Q1/Q2, Q3/Q4, Q6/Q7, and Q9/Q10. The result is a net confusion level of 0.0% (see Table 7 below). It is my understanding that this result is below the levels that courts have found to be probative of likelihood of confusion.⁸⁷

⁸⁷ McCarthy on Trademarks and Unfair Competition § 32:189 (5th ed.) “When the percentage results of a confusion survey dip below 10%, they can become evidence which will indicate that confusion is not likely.”; Ezell, M. & Sartore, A.. “Survey Percentages in Lanham Act Matters,” in Trademark and Deceptive Advertising Surveys: Law, Science, and Design, (Diamond, S. & Swann, J. eds. 2022), p.321. “For likelihood-of-confusion survey percentages under 10 percent, courts have generally ruled against a finding of likely confusion.”

Table 7
Overall Confusion (Q1/Q2, Q3/Q4, Q6/Q7, and Q9/Q10)

	Test Group		Control Group		Net Confusion
	N	%	N	%	%
Named Alfwear, Kühl, or something that might be associated with Alfwear or Kühl	1	0.5%	1	0.5%	0.0%
Did not name Alfwear, Kühl, or anything that might be associated with Alfwear or Kühl	200	99.5%	196	99.5%	
Total	201	100.0%	197	100.0%	

CONCLUSIONS

86. Based on my review of the materials provided to me, as well as my background, education, and professional experience, it is my opinion that the Wallace Survey is fundamentally flawed in design, implementation, and interpretation and that no valid or reliable conclusions can be drawn from the data.
87. First, the survey population was not properly defined or screened for qualification. As a result, there can be no confidence that the results of the Wallace Survey provide any relevance with regard to the actual likelihood of confusion in the marketplace. Therefore, the conclusions in the Wallace Report are unreliable and invalid.
88. Second, the Squirt format was inappropriate. As a result, the Wallace Survey overestimates the actual likelihood of confusion in the marketplace. Therefore, the conclusions in the Wallace Report are unreliable and invalid.
89. Third, the presentation of stimuli does not reflect marketplace conditions. As a result, there can be no confidence that the results of the Wallace Survey provide any relevance with regard to the actual likelihood of confusion in the marketplace. Therefore, the conclusions in the Wallace Report are unreliable and invalid.

90. Fourth, the sampling frame was not designed to represent the target population. Because Mr. Wallace fails to describe in his report any measures that were taken to ensure a representative sample, there can be no confidence that the Wallace Survey accurately represents the population of interest in the present matter.
91. Finally, the Wallace Report contains expert opinions without supporting evidence. As a result, any opinion proffered by Mr. Wallace regarding the likelihood of confusion between the two marks based on how they are pronounced is speculative, wholly unsubstantiated, and thus irrelevant to the present matter.
92. As stated previously, the flaws in the Wallace Survey are cumulative in their impact. Thus, while each flaw alone would make Mr. Wallace's conclusions unreliable, taken together, these flaws render the results of the Wallace Survey of no value in addressing the question it purports to address.
93. Additionally, the results of the Rebuttal Survey that I designed and conducted, which corrected for the flaws observed in the Wallace Survey, demonstrate that relevant consumers are not likely to confuse Defendant's KULE mark with Plaintiff's KÜHL marks. Specifically, after controlling for guessing and other forms of survey noise, a net 0.0% of survey respondents believed that Defendant's KULE mark originates from, is connected or affiliated with, or is used with the permission or approval of, Alfwear or Kühl. It is my understanding that these results are below the levels that courts have been found to be probative of likelihood of confusion.⁸⁸

⁸⁸ *Id.*

94. These results are in stark contrast to the results obtained by Mr. Wallace and further support my conclusion that the Wallace Survey is fundamentally flawed, and as a result, no valid or reliable conclusions can be drawn from his data.

I declare under penalty of perjury that the foregoing is true and correct. Executed on May 23, 2025 in Acton, Massachusetts.

A handwritten signature in black ink that reads "Brian M. Sowers". The signature is written in a cursive, slightly slanted style. The first name "Brian" is written in a larger, more prominent script than the last name "Sowers". The signature is positioned above a horizontal line.

Brian M. Sowers

Appendices

- A. Curriculum vitae of Brian M. Sowers
- B. Materials Reviewed and Considered
- C. Rebuttal Survey Invitation
- D. Rebuttal Survey Screenshots and Questionnaire
- E. Rebuttal Survey Response Statistics
- F. Rebuttal Survey Data Glossary
- G. Rebuttal Survey Data Listing
- H. Google Search Results

Appendix A: Curriculum Vitae of Brian M. Sowers

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2012 University of Colorado, Colorado Springs
Master of Business Administration

1995 Roanoke College
Bachelor of Arts in History

EMPLOYMENT

2014 – Present Principal
APPLIED MARKETING SCIENCE, INC., Burlington, MA

- Lead the firm's Litigation Support practice to support expert testimony in civil cases through survey research and other marketing science initiatives.
- Manage referrals and support affiliated academic experts in matters where consumer opinions and behaviors are an important determinant of liability and damages.
- Manage case teams in complex cases (e.g., trademark and trade dress infringement, class action matters, false and deceptive advertising, antitrust issues and patent damages).
- Assist attorneys with assessing the benefits of collecting market research data, critique opposing expert reports, and prepare experts for deposition and trial questioning.
- Provide expert research consultation, expert witness testimony, and rebuttal critiques for consumer surveys designed for trademark, trade dress, false advertising, and class action litigation.

2011 – 2014 Senior Manager
APPLIED MARKETING SCIENCE, INC., Waltham, MA

- Supported consumer survey expert witnesses and attorneys in market research survey design and provided consultation to help experts prepare for deposition and trial testimony.
- Managed litigation consulting projects involving consumer surveys in trademark, false advertising, class action, and patent infringement matters.
- Coordinated all aspects of research project, including survey design, fieldwork, data analysis, and report development.

- 2003 – 2011 Senior Project Manager
FORBES CONSULTING GROUP, Lexington, MA
- Independently led all phases of custom quantitative and qualitative research for an industry leading marketing research supplier dedicated to consumer-driven business analysis.
 - Helped clients identify new marketplace opportunities, developed communication and positioning strategies, measured brand equity, and increased customer satisfaction and retention.
 - Managed approximately \$2.5 million of custom research annually.
- 2002 – 2003 Senior Analyst
LOCKHEED MARTIN CORPORATION, Fairfax, VA
- Developed market analyses and competitive strategies for multiple lines of business.
 - Granted Top Secret security clearance for the position.
- 1999 – 2002 Market Research Analyst
MCI WORLDCOM, Arlington, VA
- Designed, executed, analyzed, and delivered quantitative and qualitative market research to support internal marketing clients. Insights helped carry singularly focused telecom giant into a world of multiple competitors and diverse product lines.
 - Required a heightened awareness of technology shifts, a sense of consumer appetite, and readiness to navigate the shifting landscape.
 - Honed research skills in variable research methodologies. Received multiple individual and team awards.
- 1996 – 1999 Project Manager
MARKETING ANALYSTS, INC., Charleston, SC
- Managed custom quantitative market research for a leading Honomichl 50 research supplier.

EXPERT WITNESS (expert opinions and testimony in the last 5 years)

Eastern Savings Bank, F.S.B. v Eastern Savings Bank

Case No: 3:17-cv-00708, United States District Court, District of Connecticut
Trademark Confusion (2018 Report and Deposition)

Eveden Inc. v Color Image Apparel, Inc.

Case No: 2:17-cv-02121-MWF-JC, United States District Court, Central District of California
Trademark Confusion (2018 Report)

The Choice is Yours, Inc. v The City of Philadelphia

Case No: 2:14-cv-10804-JFL, United States District Court, Eastern District of Pennsylvania
Trademark Confusion (2018 Report)

Palm Partners, LLC v Palm Beach Treatment Center, LLC

Case No: 9:17-cv-80582-RLR, United States District Court, Southern District of Florida
Trademark Confusion (2018 Report and Deposition)

Herman Miller, Inc. v Office Star Products

Case No. 2:17-cv-04279-JAK, United States District Court, Central District of California
Trade Dress Confusion (2018 Report and Deposition)

HP Hood, LLC v Cytosport, Inc.

Case No. 01:17-0001-7218, American Arbitration Association
Consumer Behavior Survey (2018 Report, Deposition, and Arbitration Testimony)

Hasbro, Inc. v DC Comics and Warner Bros. Entertainment Inc.

Case No. 1:17-cv-06558, United States District Court, Southern District of New York
Trademark Confusion (2018 Report and Deposition)

Brooks Sports, Inc. v Anta Co. Ltd.

Case No. 1:17-cv-01458, United States District Court, Eastern District of Virginia
Trademark Confusion (2018 Report)

Ford Motor Company v Geely Holding Group Co. Ltd.

TTAB Opposition No. 91239104
Trademark Confusion (2018 Report)

Spangler Candy Company v Tootsie Roll Industries, LLC

Case No: 3:18-cv-01146-JJH, United States District Court, Northern District of Ohio
Trade Dress Confusion (2018 Report and Deposition)

Glaxo Group Limited v Canadian Pharmaceutical Association
Canadian Trademark Opposition No. 1626790 and No. 1626792
Secondary Meaning (2018 Report and Deposition)

Lodestar Anstalt v Route 66 Junkyard Brewery, LLC
Case No: 1:17-cv-00062-JCH-JHR, United States District Court, District of New Mexico
Trademark Confusion (2019 Report)

Judith Marilyn Donoff v Delta Air Lines, Inc.
Case No: 18-cv-81258, United States District Court, Southern District of Florida
False Advertising (2019 Report and Deposition)

Asurion, LLC v Netsurion, LLC
TTAB Opposition No. 91231568
Trademark Confusion (2019 Report)

Maui Jim, Inc. v SmartBuy Guru Enterprises
Case No: 16-cv-09788, United States District Court, Northern District of Illinois
False Advertising (2019 Report and Deposition)

Monster Energy Company v PJ Trailers Manufacturing Company, Inc.
TTAB Opposition No. 92067968
Trademark Confusion (2019 Report)

Louisiana Pacific Corporation v **James Hardie Building Products, Inc.**
Case No: 3:18-cv-00447, United States District Court, Middle District of Tennessee
False Advertising (2019 Report and Deposition)

Milita Barbara Dolan v JetBlue Airways Corporation
Case No: 18-cv-62193-RNS, United States District Court, Southern District of Florida
False Advertising (2019 Report and Deposition)

Provepharm, Inc. v **Akorn, Inc.**
Case No: 17-cv-7087, United States District Court, Eastern District of New York
False Advertising (2019 Report and Deposition)

Mercury Luggage Manufacturing Co. v **Sandpiper of California**
TTAB Opposition No. 92070168
Genericness (2019 Report)

Undiscovered Corporation v Heist Studios
Case No: 2:18-cv-05719, United States District Court, Central District of California
Trademark Confusion (2019 Report and Deposition)

International Association of Home Inspectors v American Society of Home Inspectors
Case No: 1:18-CV-01797-RBJ, United States District Court, District of Colorado
False Advertising (2019 Report and Deposition)

Simplehuman v iTouchless Housewares
Case No: 2:19-cv-02351, United States District Court, Central District of California
Trade Dress Confusion (2020 Report and Deposition)

ALO, LLC v **Acadia Malibu, Inc.**
Case No: 2:19-cv-08389-SVW, United States District Court, Central District of California
Trademark Confusion (2020 Report and Deposition)

Andrew Roley v Google, LLC
Case No: 5:18-cv-07537-BLF, United States District Court, Northern District of California
False Advertising (2020 Report and Deposition)

Scrum Alliance, Inc. v **Scrum, Inc.**
Case No: 4:20-cv-00227, United States District Court, Eastern District of Texas
Trademark Confusion (2020 Report and Deposition)

Healthy Web, Inc. v Xymogen, Inc.
TTAB Opposition No. 91249473
Trademark Confusion (2020 Report and Deposition)

New NGC, Inc. v **Alpinebay, Inc.**
Case No: 1:19-cv-03978, United States District Court, Eastern District of Illinois
Secondary Meaning (2020 Report and Deposition)

Sauer Brands, Inc. v Duke Sandwich Productions, Inc.
Case No: 3:19-cv-00508, United States District Court, Western District of North Carolina
Trademark Confusion (2020 Report and Deposition)

JBR, Inc. v Keurig Green Mountain, Inc.
Case No: 1:14-md-2542, United States District Court, Southern District of New York
False Advertising (2020 Report and Deposition)

Ralph Milan et al. v Clif Bar & Company
Case No: 4:18-cv-02354, United States District Court, Northern District of California
False Advertising (2020 Report and Deposition)

Emerson Radio Corporation v **Emerson Quiet Kool**
Case No: 2:17-cv-05358, United States District Court, District of New Jersey
Trademark Confusion (2020 Report and Deposition)

Pacific Packaging Concepts v Nutrisystem, Inc.

Case No: 2:19-cv-04755, United States District Court, Central District of California
Trademark Confusion (2020 Report and Deposition)

Muzeit Ltd. v ByteDance Ltd.

TTAB Opposition No. 92070954
Trademark Confusion (2021 Report and Deposition)

Elysium Health v ChromaDex, Inc.

Case No: 1:17-cv-07394, United States District Court, Southern District of New York
False Advertising (2021 Report and Deposition)

Fair Isaac Corporation. v Fido Alliance, Inc.

TTAB Opposition No. 91249276
Trademark Confusion (2021 Report and Deposition)

KB Home v Kookmin Bank Co. Ltd.

TTAB Opposition No. 91226921
Trademark Confusion (2021 Report and Deposition)

Dewberry Engineers, Inc. v Dewberry Group, Inc.

Case No: 1:20-cv-610, United States District Court, Eastern District of Virginia
Trademark Confusion (2021 Report and Deposition)

Horizon AG-Products v Verdesian Life Sciences, LLC

Case No: 3:19-cv-00722-X, United States District Court, Northern District of Texas
Trademark Confusion (2021 Report and Deposition)

Coulter Ventures, LLC v Rogue Ridge, LLC

TTAB Opposition No. 91252714
Trademark Confusion (2021 Report and Deposition)

Salutare S.A v Remedy Drinks Pty Ltd.

TTAB Opposition No. 91256556
Trademark Confusion (2021 Report)

Premier Specialty Brands, LLC v Dansons US, LLC

Case No: 1:20-cv-01573-JPB, United States District Court, Northern District of Georgia
Trademark Confusion (2021 Report and Deposition)

Blumenthal Distributing, Inc. v Herman Miller, Inc.

Case No. 5:14-cv-01926-JAK-SPx, United States District Court, Central District of California
Trade Dress Confusion (2021 Report and Deposition)

Kohler Co. v Whistling Oak Apartments, LLC

Case No. 2:20-cv-1563, United States District Court, Eastern District of Wisconsin
Trademark Confusion (2021 Report and Deposition)

Federal Trade Commission v Nudge, LLC et al.

Case No. 2:19-cv-00867-RJS, United States District Court, District of Utah, Central Division
False Advertising (2021 Report and Deposition)

Reflex Media, Inc. et al. v Luxy Ltd.

Case No. 2:20-cv-00423-RGK, United States District Court, Central District of California
Genericness (2021 Report and Deposition)

Adidas America, Inc. v Fashion Nova, Inc.

Case No. 3:19-cv-740-AC, United States District Court, District of Oregon, Portland Division
Trademark Fame (2021 Report and Deposition)

Vans, Inc. v Walmart, Inc., et al.

Case No. 8:21-cv-01876, United States District Court, Central District of California
Secondary Meaning; Trademark and Trade Dress Confusion (2021 Report and Deposition)

M. George Hansen v Newegg.com Americas, Inc.

Case No. BC566698, Superior Court of California, County of Los Angeles - Central District
False Advertising (2022 Report and Deposition)

Lettuce Entertain You Enterprises, Inc. v Siesta Key Summer House LLC.

Case No. 8:21-cv-01458-VMC-SPF, United States District Court, Middle District of Florida
Trademark Confusion (2022 Report and Deposition)

Top Tobacco, L.P. v ShenZhen Woody Vapes Technology Co. Ltd.

TTAB Opposition No. 91270221
Trademark Confusion (2022 Report)

Tree House Recovery v Freedom Healthcare of America LLC

Case No. 8:21-cv-00364-DOC-KESx, United States District Court, Central District of California
Trademark Confusion (2022 Report and Deposition)

Strategic Partners, Inc. v FIGS, Inc.

Case No. 2:19-cv-02286-GW-KSx, United States District Court, Central District of California
False Advertising (2022 Report and Deposition)

Lifetime Products, Inc. v Globeride, Inc.

TTAB Opposition No. 91263954
Trademark Confusion (2022 Report and Deposition)

StratosAudio, Inc. v Hyundai Motor America, et al.

Case No. 6:20-cv-01126-ADA, United States District Court, Western District of Texas
Patent Infringement (2022 Report and Deposition)

Upmann Sanchez Turf and Landscape, Inc. v **US Turf, LLC**

Case No. 2:21-cv-01749-JCM-DJA, United States District Court, District of Nevada
Secondary Meaning (2022 Report and Deposition)

Anne de Lacour et al. v Tom's of Maine Inc.

Case No. 1:16-cv-08364, United States District Court, Southern District of New York
False Advertising (2022 Report and Deposition)

Ben Abbott and Associates, PLLC v **Angel Reyes and Associates, P.C.**

Case No. DC-21-05441, District Court of Dallas County, Texas
Trademark Confusion (2022 Report and Deposition)

Monster Energy Company v Advantus, Corp.

TTAB Opposition No. 91251623
Trademark Confusion (2022 Report)

NeighborFavor Inc. v **Hey Favor, Inc.**

Case No. 1:22-cv-00618-LY, United States District Court, Western District of Texas
Trademark Confusion (2022 Report and Preliminary Injunction Hearing Testimony)

Martin Melnick et al. v TAMKO Building Products LLC

Case No. 2:19-cv-02630-JWL-KGG, United States District Court, District of Kansas
False Advertising (2022 Report and Deposition)

Guardant Health, Inc. v Natera, Inc.

Case No. 3:21-cv-04062, United States District Court, Northern District of California
False Advertising (2022 Report and Deposition; 2024 Trial Testimony)

Niagara Bottling, LLC. v Coca-Cola Puerto Rico Bottlers

Case No. 18-cv-1414-DRD, United States District Court, District of Puerto Rico
Trademark Confusion (2022 Report and Deposition)

Alcon Laboratories, Inc. v Lens.com, Inc.

Case No. 1:18-cv-00407-NG-RLM, United States District Court, Eastern District of New York
Trademark Confusion (2022 Report and Deposition)

Adidas America, Inc. v **Thom Browne, Inc.**

Case No. 1:21-cv-05615, United States District Court, Southern District of New York
Trademark Fame and Trademark Confusion (2022 Report and Deposition)

In the matter of **Perdue Foods** before the United States Department of Agriculture
Consumer Perception Survey (2022 Report and Testimony)

Snap, Inc. v United States Patent and Trademark Office
Case No. 2:22-cv-00085, United States District Court, Central District of California
Genericness (2023 Report and Deposition; 2024 Trial Testimony)

City of Leavenworth v Projekt Bayern Association
Case No. 2:22-cv-00174, United States District Court, Eastern District of Washington
Secondary Meaning (2023 Report)

Top Tobacco, L.P. v **ShenZhen Woody Vapes Technology Co. Ltd.**
TTAB Opposition No. 91278037
Trademark Confusion (2023 Report)

Vans, Inc. v Walmart, Inc., et al.
Case No. 8:21-cv-01876, United States District Court, Central District of California
Trademark and Trade Dress Confusion (2023 Report and Deposition)

Reflex Media, Inc. et al. v Successfulmatch.com, et al.
Case No. 3:20-cv-006393, United States District Court, Northern District of California
Genericness (2023 Report; 2024 Trial Testimony)

Juanita's Foods v **Dominguez Family Enterprises**
Case No. 2:22-cv-06049-PA-PLAx, United States District Court, Central District of California
Trademark Confusion (2023 Report and Deposition)

Dominguez Family Enterprises v Juanita's Foods
Case No. 2:23-cv-01499-SB-MAA, United States District Court, Central District of California
Trademark Confusion (2023 Report and Deposition)

William Rushing et al. v Williams-Sonoma, Inc.
Case No. 3:16-cv-01421-WHO, United States District Court, Northern District of California
False Advertising (2023 Report)

Danny D. Moore v Medical Management International, Inc.
TTAB Opposition No. 91281782
Trademark Confusion (2023 Report)

Mattress Warehouse, Inc. v United States Patent and Trademark Office
TTAB Application No. 97391190
Genericness (2023 Report)

Lincare Holdings, Inc. v Doxo, Inc.

Case No. 8:22-cv-02349, United States District Court, Middle District of Florida
Trademark Confusion (2023 Report and Deposition)

Vermeer Manufacturing Company v AeroCine Ventures, Inc.

TTAB Opposition No. 92080355
Brand Awareness (2023 Report)

Eight Sushi Lounge v Ten Sushi Lounge

Case No. 1:23-cv-00763, United States District Court, Northern District of Georgia
Trademark Confusion (2023 Report and Deposition)

Rebel Athletic Inc v CheerStix

Case No. 1:22-cv-3330, United States District Court, Northern District of Illinois
Secondary Meaning (2024 Report and Deposition)

Mercury One, Inc. v Honest History Co.

TTAB Opposition No. 92081595
Secondary Meaning (2024 Report and Deposition)

Threshold Enterprises Ltd. v LifeForce Digital Inc.

Case No. 5:22-cv-06483, United States District Court, Northern District of California
Trademark Confusion (2024 Report and Deposition)

NS Brands Ltd. v Mastronardi Produce Ltd.

Case No. 5:23-cv-00445-JKP, United States District Court, Western District of Texas
Trade Dress Confusion (2024 Report and Deposition)

Matos Insurance Agency, Inc. v Mattos Insurance, Inc.

TTAB Opposition No. 92082310
Secondary Meaning (2024 Report and Deposition)

Phoenix USA RV, Inc. v Hoosier Custom Cruisers, LLC

Case No. 3:22-cv-00855, United States District Court, Northern District of Indiana
Secondary Meaning (2024 Report and Deposition)

GR Opco, LLC v Eleven IP Holdings, LLC et al.

Case No. 1:22-cv-24119, United States District Court, Southern District of Florida
Trademark Confusion (2024 Report and Deposition)

Eleven IP Holdings, LLC et al. v Property Markets Group, Inc. et al.

Case No. 1:22-cv-24119, United States District Court, Southern District of Florida
Trademark Confusion (2024 Report and Deposition)

Mud Wtr, Inc. v Mud LLC

Case No. 7:23-cv-02033, United States District Court, Southern District of New York
Secondary Meaning (2024 Report)

GuruNanda, LLC v Shenzhen Moulis Electronic Co. et al.

Case No. 30-2024-01370493, Superior Court of the State of California, County of Orange
Trade Dress Confusion (2024 Report)

Jeffrey Albert Sjobring v First American Title Insurance Company et al.

Case No. BC329482, Superior Court of the State of California, County of Los Angeles
Consumer Behavior (2024 Report)

Sonate Corporation v Dunkin' Brands Group Inc. et al.

Case No. 1:23-cv-10690-IT, United States District Court, District of Massachusetts
Trademark Confusion (2024 Report and Deposition)

Adidas America, Inc. v Catapult Group International Ltd.

TTAB Opposition No. 91265893
Trademark Confusion (2024 Report and Deposition)

Dignity Health v Humana, Inc.

TTAB Opposition No. 91274919
Trademark Confusion (2024 Report)

Sanford Airport Authority v Greater Orlando Aviation Authority

Case No. 6:23-cv-01563, United States District Court, Middle District of Florida
Secondary Meaning (2025 Report and Deposition)

Federal Trade Commission and State of Connecticut v Chase Nissan LLC et al.

Case No 3:24-cv-00012-JCH, United States District Court, District of Connecticut
False Advertising (2025 Report and Deposition)

Perfect Sports Inc. v Fitness Performance Inc.

Court File No. T-3047-24, Federal Court, Ottawa, Ontario Canada
Secondary Meaning (2025 Report)

7D Holdings, LLC v JAWK Holdings LLC et al..

Case No 1:24-cv-00033-GNS-HBB, United States District Court, Western District of Kentucky
Trademark Confusion (2025 Report)

Dubliner Inc. v East Coast Tavern Group, Inc. et al.

Case No. 1:23-cv-10567-RGS, United States District Court, District of Massachusetts
Trademark Confusion (2025 Report)

PUBLICATIONS

Chorn, J., Santana, M., & **Sowers, B.** (2020). Surveys in Lanham Act Matters. *IP Litigator*, 26(6), pp.1-7.

PRESENTATIONS

Emerging Issues Related to the Use of Surveys in IP Matters
(Miami Dade Bar Association, November 2021)

Emerging Issues Related to the Use of Surveys in IP Litigation
(DC Bar, August 2023)

The Role Of Consumer Surveys in IP Litigation
(American Bar Association, October 2024)

The Use of Survey Experts in False Advertising Matters
(University of California, Irvine School of Law, January 2025)

Trademark Survey Dos and Don'ts
(Boston Intellectual Property Association Symposium, April 2025)

PROFESSIONAL AFFILIATIONS

American Association for Public Opinion Research (AAPOR)

Insights Association

Institute for Operations Research and Management Science (INFORMS)

International Trademark Association (INTA)

- Member Impact Studies Committee (2018-2019)
- Member Famous and Well-Known Marks Committee (2020-2023)
 - o Chair Dilution Subcommittee (2022-2023)
- Member of the Trademark Reporter Committee (2024-)

Appendix B: Materials Reviewed and Considered

Complaint (06/23/23).

Defendant Kule, LLC's Answer to Complaint and Counterclaim (02/26/24).

Diamond, S.S. (2011). Reference Guide on Survey Research. In Federal Judicial Center and The National Academies Press, *Reference Manual on Scientific Evidence*.

Diamond, S.S. & Swann, J.B. (2012). *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*. American Bar Association, Section of Intellectual Property Law.

Diamond, S.S. & Swann, J.B. (2022). *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*. 2nd ed. American Bar Association, Section of Intellectual Property Law.

Expert Report of Rob Wallace (03/28/25).

Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association.

McCarthy, J.T., *McCarthy on Trademarks and Unfair Competition* (5th edition).

Shih, T. & Fan, X. (2008). Comparing Response Rates from Web and Mail Surveys: A Meta-Analysis. *Field Methods*, 20(3).

Swann, J. (2016) Eveready and Squirt—Cognitively Updated, *The Trademark Reporter*, 106(4).

Swann, J. (2023). A History of the Evolution of Likelihood of Confusion Methodologies, *The Trademark Reporter*, 113(5).

Websites:

<https://poshmark.com/brand/KULE?>

<https://www.backcountry.com/search?s=u&q=kuhl>

[https://www.google.com/search?q=Kule+striped+shirt&sca_esv=36354fdb691823cb&source=hp&ei=6LUsaPeSEumu5NoPyN-_mQw&iflsig=ACkRmUkAAAAAaCzD-Oro0KtzR2jEiqkcmNUX0OPQFQsl&ved=0ahUKEwj3pr_Vw7KNAXVpF1kFHcjvL8MQ4dUDCA8&uact=5&oq=Kule+striped+shirt&gs_lp=Egdnd3Mtd2l6IhJLdWxlIHN0cmJwZWQgc2hpcnQyBRAAGIAEMgYQABgWGB4yBhAAGBYHjIGEAAAYFhgeMgYQABgWGB4yBhAAGBYHjIGEAAAYFhgeMgsQABiABBiGAXiKBTILEAAAYgAQYhgMYigUyCxAAGIAEGIYDGIoFSIbsAVCPililOXADeACQAQCYAbQBoAHmDaoBBDEzLjW4AQPIAQD4AQGYAhWgAsMOqAIKwgIKEAAAYAxjqAhiPacICChAuGAMY6gIYjwHCAGsQABiABBixAxiDacICDhAAGIAEGLEDGIMBGIoFwgIFEC4YgATCAhEQLhiABBixAxiDARjHARiKBRgKwgIIEAAyG](https://www.google.com/search?q=Kule+striped+shirt&sca_esv=36354fdb691823cb&source=hp&ei=6LUsaPeSEumu5NoPyN-_mQw&iflsig=ACkRmUkAAAAAaCzD-Oro0KtzR2jEiqkcmNUX0OPQFQsl&ved=0ahUKEwj3pr_Vw7KNAXVpF1kFHcjvL8MQ4dUDCA8&uact=5&oq=Kule+striped+shirt&gs_lp=Egdnd3Mtd2l6IhJLdWxlIHN0cmJwZWQgc2hpcnQyBRAAGIAEMgYQABgWGB4yBhAAGBYHjIGEAAAYFhgeMgYQABgWGB4yBhAAGBYHjIGEAAAYFhgeMgsQABiABBiGAXiKBTILEAAAYgAQYhgMYigUyCxAAGIAEGIYDGIoFSIbsAVCPililOXADeACQAQCYAbQBoAHmDaoBBDEzLjW4AQPIAQD4AQGYAhWgAsMOqAIKwgIKEAAAYAxjqAhiPacICChAuGAMY6gIYjwHCAGsQABiABBixAxiDacICDhAAGIAEGLEDGIMBGIoFwgIFEC4YgATCAhEQLhiABBixAxiDARjHARiKBRgKwgIIEAAyGLEDwgILEC4YgAQYsQMYgwHCAhYQLhiABBixAxiDARjHARiKBRgKwgIIEAAyG)

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https://www.google.com/search?q=Kule+sweater&sca_esv=36354fdb691823cb&source=hp&ei=S7YsaIqbEt7siLMPzqDOaQ&iflsig=ACkRmUkAAAAAaCzEW1RJ6lULhUjV1dp1gfFhBS0UQG0d&ved=0ahUKEwjK7NmExLKNAXVeNmIAHU6QMw0Q4dUDCA8&uact=5&oq=Kule+sweater&gs_lp=Egdnd3Mtd2l6IgxLdWxlIHhN3ZWf0ZXIyBRAAGIAEMgUQABiABDILEAAYgAQYkQIYigUyBhAAGBYyHjIGEAAyFhgeMgYQABgWGB4yBhAAGBYyHjIGEAAyFhgeMgYQABgWGB4yBhAAGBYyHkizHVC8DFi_GHABeACQAQCYAXygAaIJqgEDNi42uAEDyAEA-AEBmAlNoALiCagCCsICGhAAGIAEGLQCGNQDGOUCGLcDGIoFGOoCGIoDwgIKEAAyYgAQYQxiKBcICFhAuGIAEGLEDGNEDGIMBGMcBGIoFGArCAGsQABiABBixAxiDAcICDhAAGIAEGLEDGIMBGloFwgIFEC4YgATCaggQABiABBixA8ICDRAAGIAEGLEDGEMYigXCAGsQLhiABBixAxiDAcICCBaUgIAEGOUEmAMH8QXj_wxmVHN_RZIHazUuOKAHk0ayBwM0Lji4B9sJ&scient=gws-wiz

https://www.google.com/search?q=men%27s+Kule+socks&sca_esv=36354fdb691823cb&source=hp&ei=ZrYsaKGcGYmviLMPyJOUMQ4&iflsig=ACkRmUkAAAAAaCzEdh1-Ml-MwP5-Vo0UhIw8VD5VOwwG&ved=0ahUKEwih59CRxLKNAXWJF2IAHcgJJeMQ4dUDCA8&uact=5&oq=men%27s+Kule+socks&gs_lp=Egdnd3Mtd2l6IhBtZW4ncyBLdWxlIHhNvY2tzMgYQABgWGB4yCxAAGIAEGIYDGIoFMgsQABiABBixAxiKBtIFEAAy7wUyCBAAGIAEGKIE MgUQABjvBTIFEAAy7wUyBRAAGO8FSKIDUNIFWKercAZ4AJABAjgBvgGgAcUQqgEEMTIuObgBA8gBAPgBAZgCG6AC0BGoAgrCAhoQABiABBix0AhjUAXjlAhi3AxiKBRjqAhiKA8ICHRAuGIAEGLQCGNQDGOUCGOUEGLcDGIoFGOoCGIoDwgIKEAAyYgAQYQxiKBcICDRAuGIAEGEMY5QQYigXCAGsQABiABBixAxiDAcICCBAAgIAEGLEDwgIFEAAyYgATCAGsQABiABBixRAhiKBcICEBAuGIAEGNEDGEMyXwEYigXCAhYQLhiABBixAxjRAXhDGIMBGMcBGIoFwgILEC4YgAQYsQMYgwHCAhEQLhiABBixAxjRAXiDARjHAcICDhAAGIAEGLEDGIMBGloFwgILEC4YgAQY0QMYxwHCAG4QLhiABBixAxjRAXjHAcICDhAuGIAEGLEDGIMBGloFwgIMEAAyYgAQYQxiKBRgKwgIOEC4YgAQYxwEYjgUYrwHCaggQABgWGAoYHsICCBAAgKIEGikFwgIJEAAyYgAQYChgNwgIHEAAyYgAQYDcICCBAAgAgYDRgewgIGEAAyYDRgemAMG8QX4IUV8JGrPvJIHBT0LjEzoAf2uwGyBwQ4LjEzuAesEQ&scient=gws-wiz

https://www.google.com/search?q=women%27s+Kule+sweater&sca_esv=36354fdb691823cb&source=hp&ei=frYsaPOzEayv5NoPseHl-Qc&iflsig=ACkRmUkAAAAAaCzEjrFX99xIRQzLCQTMPuvnu5nS0cbb&ved=0ahUKEwjz6oGdxLKNAXWsF1kFHBfWwOX8Q4dUDCA8&uact=5&oq=women%27s+Kule+sweater&gs_lp=Egdnd3Mtd2l6IhR3b2l1bidzIEt1bGUgc3dlYXRlcjIGEAAyFhgeMgYQABgWGB4yCBAAGIAEGKIEMggQABiABBixBDIFEAAy7wVI6DtQ_QpY_zJwAngAkAEAmAGrAaAB_w-qAQQxMi45uAEDyAEA-AEBmAlXoALnEKgCCsICChAAGAMY6gIYjwHCAgoQLhgDGOoCGI8BwgILEAAyYgAQYkQIYigXCAGsQABiABBixAxiDAcICERAUgIAEGLEDGNEDGIMBGMcBwgIOEC4YgAQY

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<https://www.kaspersky.com/resource-center/preemptive-safety/pros-and-cons-of-incognito-mode>

<https://www.kuhl.com/>

<https://www.kule.com/>

<https://www.rei.com/search?q=kuhl>

<https://www.shoptheshark.com/brands/kuhl/>

Appendix C: Rebuttal Survey Invitation

New Survey Available

7 Min

50 SB

Time to Complete

Award Value

XXXXXX, you've been pre-qualified to participate in a survey. This survey is only available for a short time, so please respond ASAP!

Take Your Survey

Not all of our clients' surveys are designed for mobile devices. If you choose to use a mobile device, you may not have an optimal experience. Please take this survey on a tablet, laptop, or desktop.

Can't open the link? You can copy the link below into your browser
[SURVEYURL]

For any concerns or questions regarding your survey please contact:
surveysupport@swagbucks.com.

To make sure our emails do not get sent to your Junk / SPAM inbox, please add surveys@swagbucks.com to your contacts list or address book.

Thank you in advance!

Appendix D: Rebuttal Survey Screenshots and Questionnaire

Screening Questions

INTRO0

QS1.

QS2.

0%100%

What gender do you primarily associate with?

(Select one only)

☐ Male

☐ Female

☐ Other

☐ Rather not say

NEXT

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QS3.

0%100%

What is your age?

(Select one only)

☐ Under 21

☐ 21-34

☐ 35-49

☐ 50-65

☐ 66+

NEXT

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QS4.

0%100%

What state do you live in?

(Select one only)

▼

NEXT

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QS5.

0%100%

Do you need contacts or glasses for reading?

(Select one only)

☐ Yes

☐ No

NEXT

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QS6.

0%100%

If so, will you be wearing them when completing the survey?

(Select one only)

☐ Yes

☐ No

NEXT

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QS7.

0%100%

In the next 12 months, are you planning to purchase or be involved in the purchase of stylish city clothing?

(Select one only)

☐ Yes

☐ No

☐ Don't know/Unsure

NEXT

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QS8.

0%100%

In the next 12 months, are you planning to purchase or be involved in the purchase of soccer equipment, including soccer balls?

(Select one only)

☐ Yes

☐ No

☐ Don't know/Unsure

NEXT

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QS9.

0%100%

Have you or anyone in your household ever worked for:

(Select all that apply)

☐ A law firm

☐ A soccer equipment manufacturer or retailer

☐ A consumer research firm

☐ A clothing manufacturer or retailer

☐ An advertising agency

☐ None of the above

NEXT

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QS10.

0%100%

Are you taking this survey on...

(Select one only)

☐ A desktop/laptop

☐ A tablet

☐ A phone

NEXT

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QS11.

0%100%

Please understand that we are only interested in your opinions or beliefs. If you don't have an opinion or belief or don't know the answer to a question, that is an acceptable answer. Do you agree not to guess or get information from the internet or any other source?

(Select one only)

☐ Yes

☐ No

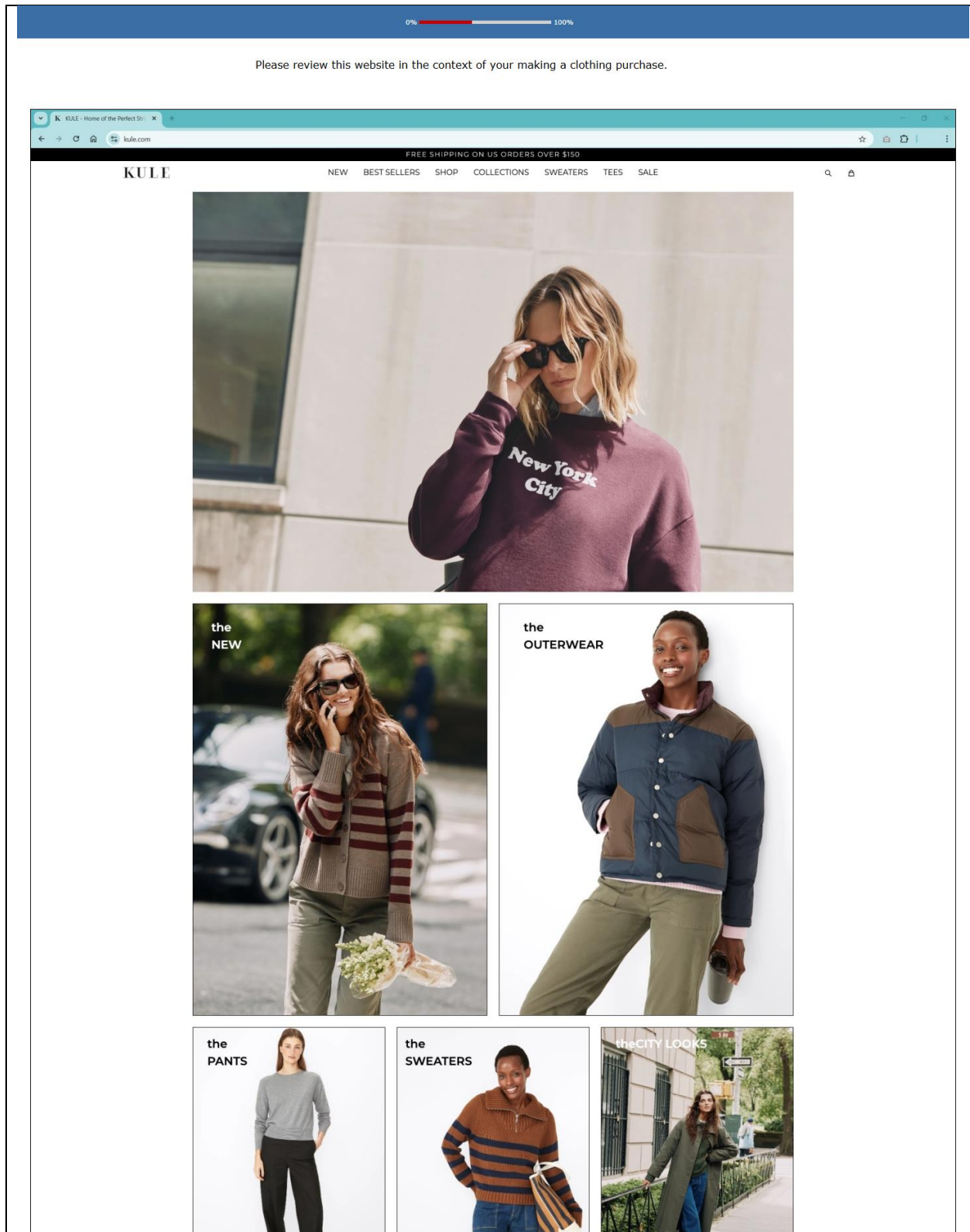
☐ Don't know/Can't remember

NEXT

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Main Questionnaire

Intro1. TEST






the
KIDS



the
MENS



ABOUT US

STORES

O BOY BLOG

CAREERS

PRIVACY

TERMS

RETURNS & EXCHANGES

CONTACT US

SHIPPING

REQUEST A CATALOG

CATALOG OPT OUT

ACCESSIBILITY

SUBSCRIBE TO OUR NEWSLETTER

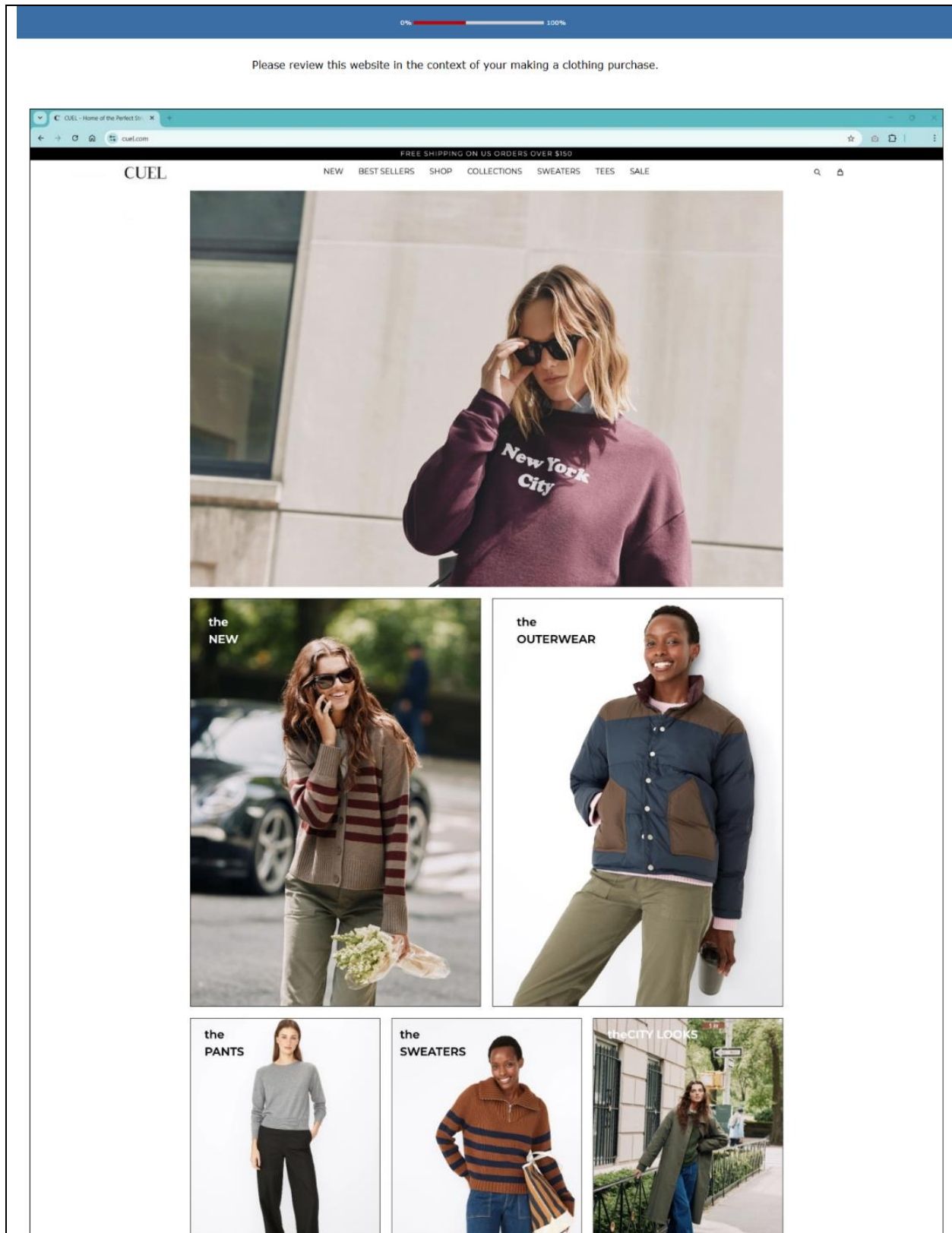
Email address

→

NEXT

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Intro1. CONTROL.







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[STORES](#)

[O BOY BLOG](#)

[CAREERS](#)

[PRIVACY](#)

[TERMS](#)

[RETURNS & EXCHANGES](#)

[CONTACT US](#)

[SHIPPING](#)

[REQUEST A CATALOG](#)

[CATALOG OPT OUT](#)

[ACCESSIBILITY](#)

[SUBSCRIBE TO OUR NEWSLETTER](#)

Email address



[NEXT](#)

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QV1.

0% 100%


Please scroll to the bottom of the page to view the question.

KULE - Home of the Perfect Str... x

← → ↻ 🔍 kule.com

FREE SHIPPING ON US ORDERS OVER \$150

KULE NEW BEST SELLERS SHOP COLLECTIONS SWEATERS TEES SALE 🔍 🔔



Please indicate whether or not you are able to view the website clearly.

(Select one only)

☐ I am able to view the website clearly

☐ I am not able to view the website clearly

NEXT

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Q1.

0% 100%


Please scroll to the bottom of the page to view the question.

K KULE - Home of the Perfect Sweatshirt

← → ↻ 📁 kule.com

FREE SHIPPING ON US ORDERS OVER \$150

KULE NEW BEST SELLERS SHOP COLLECTIONS SWEATERS TEES SALE 🔍 🛒



Who or what company do you believe makes or puts out the clothing on this site?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/Unsure

NEXT

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Q2.

0% 100%

Please scroll to the bottom of the page to view the question.


K KULE - Home of the Perfect Str... X

← → ↻ 🔍 kule.com

FREE SHIPPING ON US ORDERS OVER \$150

NEW BEST SELLERS SHOP COLLECTIONS SWEATERS TEES SALE

🔍 🔔



Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/Unsure

NEXT

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Q3.

0% 100%

Please scroll to the bottom of the page to view the question.


K KULE - Home of the Perfect St... x

kule.com

FREE SHIPPING ON US ORDERS OVER \$150

NEW BEST SELLERS SHOP COLLECTIONS SWEATERS TEES SALE

KULE



What other brands, products, or services, if any, do you believe are made or put out by the company that makes or puts out the clothing on this site?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/Unsure

NEXT

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Q4.

0% 100%


Please scroll to the bottom of the page to view the question.

K KULE - Home of the Perfect Str... X

← → ↻ 🔍 kule.com

FREE SHIPPING ON US ORDERS OVER \$150

KULE NEW BEST SELLERS SHOP COLLECTIONS SWEATERS TEES SALE 🔍 🔔



Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/Unsure

NEXT

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Q5.

0% 100%


Please scroll to the bottom of the page to view the question.

K KULE - Home of the Perfect Sweatshirt

← → ↻ 📁 🔍 kule.com

FREE SHIPPING ON US ORDERS OVER \$150

KULE NEW BEST SELLERS SHOP COLLECTIONS SWEATERS TEES SALE 🔍 🛒



Do you believe the company that makes or puts out the clothing on this site...?

(Select one only)

☐ does have a business connection or affiliation with another company

☐ does not have a business connection or affiliation with another company

☐ Don't know/Unsure

NEXT

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Q6.


0% 100%

Please scroll to the bottom of the page to view the question.

KULE - Home of the Perfect Streetwear

FREE SHIPPING ON US ORDERS OVER \$150

KULE NEW BEST SELLERS SHOP COLLECTIONS SWEATERS TEES SALE



With what other company/companies do you believe the company that makes or puts out the clothing on this site has a business connection or affiliation?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/Unsure

NEXT

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Q7.

0% 100%

Please scroll to the bottom of the page to view the question.


K KULE - Home of the Perfect Str... X

← → ↻ 🔍 kule.com

FREE SHIPPING ON US ORDERS OVER \$150

NEW BEST SELLERS SHOP COLLECTIONS SWEATERS TEES SALE

🔍 🔔



Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/Unsure

NEXT

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Q8.

0% 100%


Please scroll to the bottom of the page to view the question.

KULE - Home of the Perfect Str... X

← → 🔍 kule.com

FREE SHIPPING ON US ORDERS OVER \$150

NEW BEST SELLERS SHOP COLLECTIONS SWEATERS TEES SALE 🔍 🔔



Do you believe the company that makes or puts out the clothing on this site...?

(Select one only)

☐ ~~did~~ need permission or approval from another company

☐ ~~did not~~ need permission or approval from another company

☐ Don't know/Unsure

NEXT

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Q9.

0% 100%


Please scroll to the bottom of the page to view the question.

K KULE - Home of the Perfect St. x

← → ↻ 🔍 kule.com

FREE SHIPPING ON US ORDERS OVER \$150

KULE NEW BEST SELLERS SHOP COLLECTIONS SWEATERS TEES SALE 🔍 🔔



From what other company/companies do you believe the company that makes or puts out the clothing on this site needed permission or approval?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/Unsure

NEXT

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Q10.


0% 100%

Please scroll to the bottom of the page to view the question.

KULE - Home of the Perfect Streetwear

KULE

NEW BEST SELLERS SHOP COLLECTIONS SWEATERS TEES SALE



Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/Unsure

NEXT

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Post Survey Questions

QP1.

0%

100%

What is the highest level of school you have completed or the highest degree you have received?

(Select one only)

- ☐ Less than high school degree
- ☐ High school degree or equivalent (e.g., GED)
- ☐ Some college but no degree
- ☐ Associate degree
- ☐ Bachelor's degree
- ☐ Graduate degree

NEXT

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QP2.

0%

100%

What is your approximate average household income?

(Select one only)

- ☐ \$0-\$24,999
- ☐ \$25,000-\$49,999
- ☐ \$50,000-\$74,999
- ☐ \$75,000-\$99,999
- ☐ \$100,000-\$124,999
- ☐ \$125,000-\$149,999
- ☐ \$150,000-\$174,999
- ☐ \$175,000-\$199,999
- ☐ \$200,000 and up
- ☐ Rather not say

NEXT

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QP3.

0%100%

Not including this survey, have you taken any other surveys related to stylish city clothing in the past 3 months?

(Select one only)

☐ No

☐ Yes

☐ Don't know/Unsure

NEXT

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Rebuttal Survey**[PROGRAMMER NOTES IN BOLD CAPS AND BRACKETS]**

Notes to respondent in italics

Screening Questions**[INTRO0]**

When you are ready to get started, please select the “NEXT” button.

[NEXT PAGE]

QS1. Do you agree to answer the questions without help or assistance, answer truthfully and not to guess? (*Select one only*)

- ☐ Yes
- ☐ No **[TERMINATE]**

[NEXT PAGE]

QS2. What gender do you primarily associate with? (*Select one only*)

- ☐ Male
- ☐ Female
- ☐ Other **[TERMINATE]**
- ☐ Rather not say **[TERMINATE]**

[NEXT PAGE]

QS3. What is your age? (*Select one only*)

- ☐ Under 21 **[TERMINATE]**
- ☐ 21-34
- ☐ 35-49
- ☐ 50-65
- ☐ 66+ **[TERMINATE]**

[NEXT PAGE]

QS4. What state do you live in? (*Select one only*) **[DROP DOWN LIST OF 50 STATES + DC. TERMINATE IF “MY AREA IS NOT LISTED HERE” IS SELECTED]**

[NEXT PAGE]

QS5. Do you need contacts or glasses for reading? *(Select one only)*

- ☐ Yes [CONTINUE]
- ☐ No [SKIP TO QS7]

[NEXT PAGE]

QS6. If so, will you be wearing them when completing the survey? *(Select one only)*

- ☐ Yes
- ☐ No [TERMINATE]

[NEXT PAGE]

QS7. In the next 12 months, are you planning to purchase or be involved in the purchase of stylish city clothing? *(Select one only)*

- ☐ Yes
- ☐ No [TERMINATE]
- ☐ Don't know/Unsure [TERMINATE]

[NEXT PAGE]

QS8. In the next 12 months, are you planning to purchase or be involved in the purchase of soccer equipment, including soccer balls? *(Select one only)*

- ☐ Yes
- ☐ No
- ☐ Don't know/Unsure

[NEXT PAGE]

QS9. Have you or anyone in your household ever worked for: *(Select all that apply)*

[RANDOMIZE LIST; "NONE OF THE ABOVE" APPEARS LAST]

- ☐ A law firm [TERMINATE]
- ☐ A clothing manufacturer or retailer [TERMINATE]
- ☐ A consumer research firm [TERMINATE]
- ☐ A soccer equipment manufacturer or retailer
- ☐ An advertising agency [TERMINATE]
- ☐ None of the above [ANCHOR; EXCLUSIVE]

[NEXT PAGE]

QS10. Are you taking this survey on... *(Select one only)*

- ☐ A desktop/laptop
- ☐ A tablet
- ☐ A phone [**TERMINATE**]

[NEXT PAGE]

QS11. Please understand that we are only interested in your opinions or beliefs. If you don't have an opinion or belief or don't know the answer to a question, that is an acceptable answer. Do you agree not to guess or get information from the internet or any other source? *(Select one only)*

- ☐ Yes
- ☐ No
- ☐ Don't know/Can't remember

[CONTINUE IF "YES" SELECTED, ELSE TERMINATE]

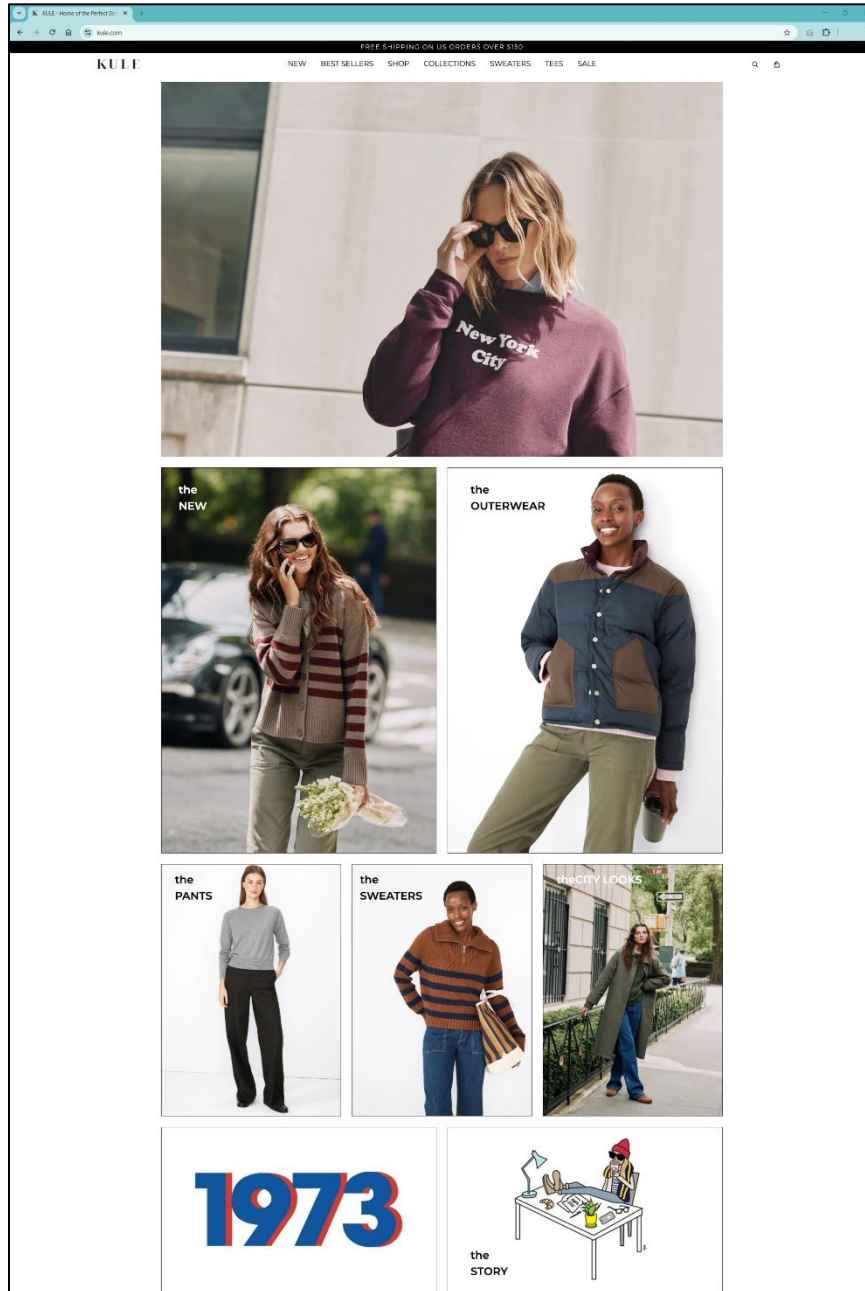
[NEXT PAGE]


[ASSIGN TO TEST OR CONTROL]

Main Questionnaire


[INTRO1] Please review this website in the context of your making a clothing purchase.

[INSERT TEST IMAGE]

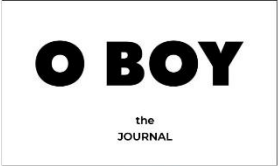





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THE
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the
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SOLIDS



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KIDS



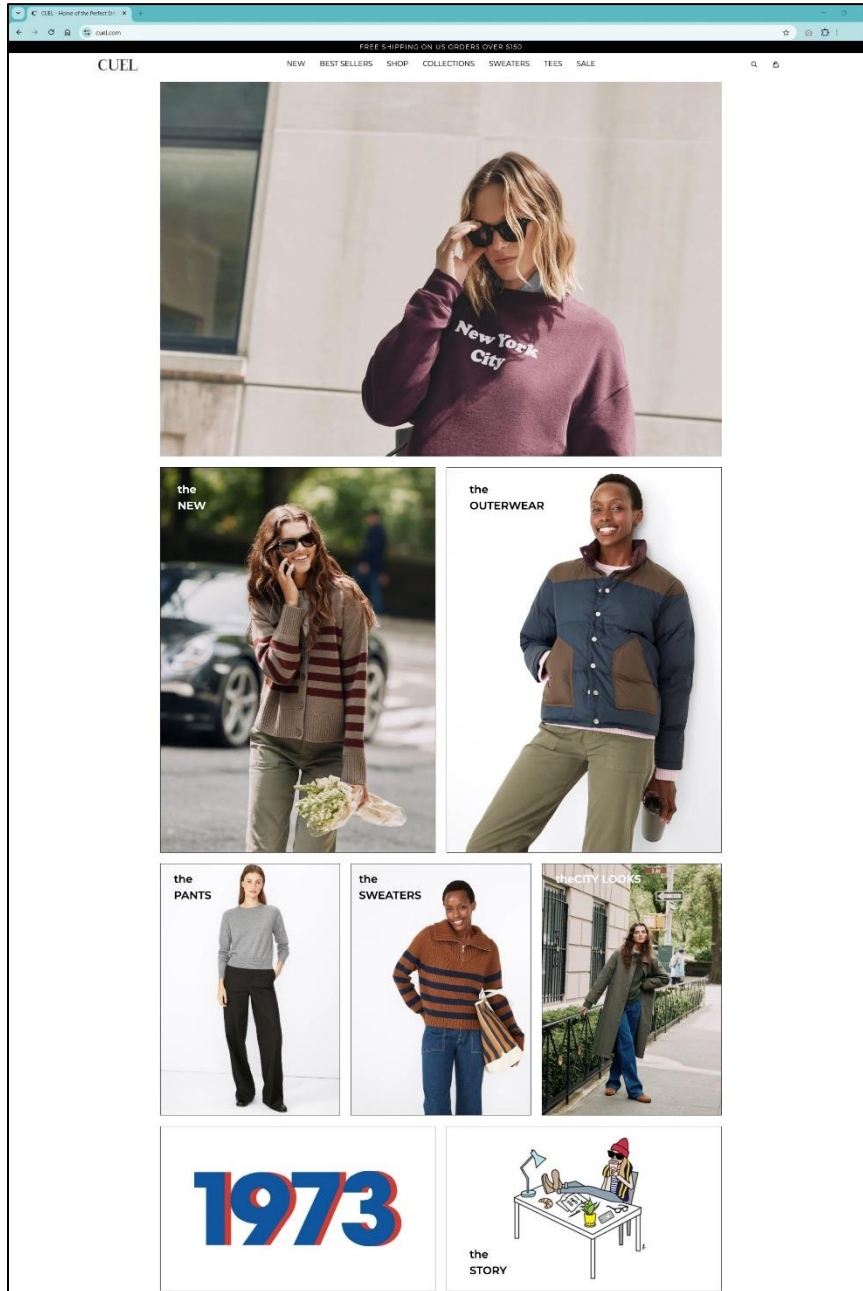
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[REQUEST A CATALOG](#)
[CATALOG OPT OUT](#)
[ACCESSIBILITY](#)


[SUBSCRIBE TO OUR NEWSLETTER](#)
Email address

[INSERT CONTROL IMAGE]







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[NEXT BUTTON APPEARS AFTER 5 SECONDS; INSTRUCTION PRIOR TO APPEARANCE OF NEXT BUTTON “*The “NEXT” button will appear in just a moment.*”]

[NEXT PAGE]

[WEBPAGE IMAGE APPEARS ABOVE QV1-Q10 IN SCROLLABLE BOX; DISPLAY MESSAGE ABOVE WEBPAGE IMAGE THAT SAYS: “*Please scroll to the bottom of the page to view the question.*”]

QV1. Please indicate whether or not you are able to view the website clearly. (*Select one only*)

- ☐ I am able to view the website clearly
- ☐ I am not able to view the website clearly [TERMINATE]

[NEXT PAGE]

Q1. Who or what company do you believe makes or puts out the clothing on this site? (*Please answer as completely as possible. You are not limited by the size of the answer box.*) [TEXT BOX FOR ANSWER, CHECK BOX FOR “DK/UNSURE”; DO NOT ALLOW BLANK IF “DK/UNSURE” BOX IS NOT CHECKED]

[IF “DK/UNSURE” IS SELECTED, SKIP TO Q3]

[NEXT PAGE]

Q2. Why do you say that? (*Please answer as completely as possible. You are not limited by the size of the answer box.*)

[TEXT BOX FOR ANSWER, CHECK BOX FOR “DK/UNSURE”; DO NOT ALLOW BLANK IF “DK/UNSURE” BOX IS NOT CHECKED]

[NEXT PAGE]

Q3. What other brands, products, or services, if any, do you believe are made or put out by the company that makes or puts out the clothing on this site? (*Please answer as completely as possible. You are not limited by the size of the answer box.*)

[TEXT BOX FOR ANSWER, CHECK BOX FOR “DK/UNSURE”; DO NOT ALLOW BLANK IF “DK/UNSURE” BOX IS NOT CHECKED]

[IF “DK/UNSURE” IS SELECTED, SKIP TO Q5]

[NEXT PAGE]

Q4. Why do you say that? *(Please answer as completely as possible. You are not limited by the size of the answer box.)*

[TEXT BOX FOR ANSWER, CHECK BOX FOR “DK/UNSURE”; DO NOT ALLOW BLANK IF “DK/UNSURE” BOX IS NOT CHECKED]

[NEXT PAGE]

Q5. Do you believe the company that makes or puts out the clothing on this site...? *(Select one only)*

[ROTATE ORDER FROM TOP TO BOTTOM; “DK/UNSURE” APPEARS LAST]

- ☐ **does** have a business connection or affiliation with another company **[CONTINUE]**
- ☐ **does not** have a business connection or affiliation with another company **[SKIP TO Q8]**
- ☐ Don't know/Unsure **[SKIP TO Q8]**

[NEXT PAGE]

Q6. With what other company/companies do you believe the company that makes or puts out the clothing on this site has a business connection or affiliation? *(Please answer as completely as possible. You are not limited by the size of the answer box.)*

[TEXT BOX FOR ANSWER, CHECK BOX FOR “DK/UNSURE”; DO NOT ALLOW BLANK IF “DK/UNSURE” BOX IS NOT CHECKED]

[IF “DK/UNSURE” IS SELECTED, SKIP TO Q8]

[NEXT PAGE]

Q7. Why do you say that? *(Please answer as completely as possible. You are not limited by the size of the answer box.)*

[TEXT BOX FOR ANSWER, CHECK BOX FOR “DK/UNSURE”; DO NOT ALLOW BLANK IF “DK/UNSURE” BOX IS NOT CHECKED]

[NEXT PAGE]

Q8. Do you believe the company that makes or puts out the clothing on this site...? *(Select one only)*

[ROTATE ORDER IN SAME ORDER AS Q5; “DK/UNSURE” APPEARS LAST]

- ☐ **did** need permission or approval from another company **[CONTINUE]**
- ☐ **did not** need permission or approval from another company **[SKIP TO QP1]**
- ☐ Don't know/Unsure **[SKIP TO QP1]**

[NEXT PAGE]

Q9. From what other company/companies do you believe the company that makes or puts out the clothing on this site needed permission or approval? *(Please answer as completely as possible. You are not limited by the size of the answer box.)*

[TEXT BOX FOR ANSWER, CHECK BOX FOR “DK/UNSURE”; DO NOT ALLOW BLANK IF “DK/UNSURE” BOX IS NOT CHECKED]

[IF “DK/UNSURE” IS SELECTED, SKIP TO QP1]

[NEXT PAGE]

Q10. Why do you say that? *(Please answer as completely as possible. You are not limited by the size of the answer box.)*

[TEXT BOX FOR ANSWER, CHECK BOX FOR “DK/UNSURE”; DO NOT ALLOW BLANK IF “DK/UNSURE” BOX IS NOT CHECKED]

[NEXT PAGE]

Post Survey Questions

QP1. What is the highest level of school you have completed or the highest degree you have received? *(Select one only)*

- ☐ Less than high school degree
- ☐ High school degree or equivalent (e.g., GED)
- ☐ Some college but no degree
- ☐ Associate degree
- ☐ Bachelor’s degree
- ☐ Graduate degree

[NEXT PAGE]

QP2. What is your approximate average household income? *(Select one only)*

- ☐ \$0-\$24,999
- ☐ \$25,000-\$49,999
- ☐ \$50,000- \$74,999
- ☐ \$75,000- \$99,999
- ☐ \$100,000- \$124,999
- ☐ \$125,000- \$149,999
- ☐ \$150,000- \$174,999
- ☐ \$175,000- \$199,999
- ☐ \$200,000 and up
- ☐ Rather not say

[NEXT PAGE]

QP3. Not including this survey, have you taken any other surveys related to stylish city clothing in the past 3 months? (*Select one only*) **[ROTATE, DK/UNSURE LAST]**

- ☐ Yes
- ☐ No
- ☐ Don't know/Unsure

[NEXT PAGE]

[END OF SURVEY – RESPONDENT FORWARDED TO PANEL THANK-YOU PAGE]

Appendix E: Rebuttal Survey Response Statistics

(A) Invitations sent	9,500
(B) Completed Surveys	435
(C) Disqualified	544
Terminates	534
Failed Gender and/or Age validation	10
(D) Incomplete/Breakoffs	17
(E) Total Responding	996
Qualification Rate = (E-C)/(E)	45.4%
Completion Rate = (B)/(B+D)	96.2%
Response Rate = (E)/(A)	10.5%

Appendix F: Rebuttal Survey Data Glossary

Variable	Description	Code
ID		
QS1	Do you agree to answer the questions without help or assistance, answer truthfully and not to guess?	1 = Yes 2 = No
QS2	What gender do you primarily associate with?	1 = Male 2 = Female 3 = Other 4 = Rather not say
QS3	What is your age?	1 = Under 21 2 = 21-34 3 = 35-49 4 = 50-65 5 = 66+
QS4	What state do you live in?	
QS5	Do you need contacts or glasses for reading?	1 = Yes 2 = No
QS6	If so, will you be wearing them when completing the survey?	1 = Yes 2 = No
QS7	In the next 12 months, are you planning to purchase or be involved in the purchase of stylish city clothing?	1 = Yes 2 = No 3 = Don't know/Unsure
QS8	In the next 12 months, are you planning to purchase or be involved in the purchase of soccer equipment, including soccer balls?	1 = Yes 2 = No 3 = Don't know/Unsure
QS9_1	Have you or anyone in your household ever worked for:	1 = A law firm
QS9_2	Have you or anyone in your household ever worked for:	1 = A clothing manufacturer or retailer
QS9_3	Have you or anyone in your household ever worked for:	1 = A consumer research firm
QS9_4	Have you or anyone in your household ever worked for:	1 = A soccer equipment manufacturer or retailer
QS9_5	Have you or anyone in your household ever worked for:	1 = An advertising agency
QS9_6	Have you or anyone in your household ever worked for:	1 = None of the above
QS10	Are you taking this survey on...	1 = A desktop/laptop 2 = A tablet 3 = A phone
QS11	Please understand that we are only interested in your opinions or beliefs. If you don't have an opinion or belief or don't know the answer to a question, that is an acceptable answer. Do you agree not to guess or get information from the internet or any other source?	1 = Yes 2 = No 3 = Don't know/Can't remember
QV1	Please indicate whether or not you are able to view the website clearly.	1 = I am able to view the website clearly

		2 = I am not able to view the website clearly
Q1	Who or what company do you believe makes or puts out the clothing on this site?	
Q2	Why do you say that?	
Q1/Q2 Code	The coding for respondents' open-end responses across Q1 and Q2	1 = Named Alfwear, Kühl, or something that might be associated with Alfwear or Kühl 0 = Did not name Alfwear, Kühl, or something that might be associated with Alfwear or Kühl 98 = Don't know/Unsure
Q3	What other brands, products, or services, if any, do you believe are made or put out by the company that makes or puts out the clothing on this site?	
Q4	Why do you say that?	
Q3/Q4 Code	The coding for respondents' open-end responses across Q3 and Q4	1 = Named Alfwear, Kühl, or something that might be associated with Alfwear or Kühl 0 = Did not name Alfwear, Kühl, or something that might be associated with Alfwear or Kühl 2 = Previously coded as confused 98 = Don't know/Unsure
Q5	Do you believe the company that makes or puts out the clothing on this site...?	1 = does have a business connection or affiliation with another company 2 = does not have a business connection or affiliation with another company 3 = Don't know/Unsure
Q6	With what other company/companies do you believe the company that makes or puts out the clothing on this site has a business connection or affiliation?	
Q7	Why do you say that?	

Q6/Q7 Code	The coding for respondents' open-end responses across Q6 and Q7	1 = Named Alfwear, Kühl, or something that might be associated with Alfwear or Kühl 0 = Did not name Alfwear, Kühl, or something that might be associated with Alfwear or Kühl 2 = Previously coded as confused 98 = Don't know/Unsure 99 = Not asked
Q8	Do you believe the company that makes or puts out the clothing on this site...?	1 = did need permission or approval from another company 2 = did not need permission or approval from another company 3 = Don't know/Unsure
Q9	From what other company/companies do you believe the company that makes or puts out the clothing on this site needed permission or approval?	
Q10	Why do you say that?	
Q9/Q10 Code	The coding for respondents' open-end responses across Q9 and Q10	1 = Named Alfwear, Kühl, or something that might be associated with Alfwear or Kühl 0 = Did not name Alfwear, Kühl, or something that might be associated with Alfwear or Kühl 2 = Previously coded as confused 98 = Don't know/Unsure 99 = Not asked
QP1	What is the highest level of school you have completed or the highest degree you have received?	1 = Less than high school degree 2 = High school degree or equivalent (e.g., GED) 3 = Some college but no degree 4 = Associate degree 5 = Bachelor's degree 6 = Graduate degree

QP2	What is your approximate average household income?	1 = \$0-\$24,999 2 = \$25,000-\$49,999 3 = \$50,000- \$74,999 4 = \$75,000- \$99,999 5 = \$100,000- \$124,999 6 = \$125,000- \$149,999 7 = \$150,000- \$174,999 8 = \$175,000- \$199,999 9 = \$200,000 and up 10 = Rather not say
QP3	Not including this survey, have you taken any other surveys related to stylish city clothing in the past 3 months?	1 = Yes 2 = No 3 = Don't know/Unsure
Q5Order	Order of Response options in Q5/Q8	A = does have a business connection or affiliation with another company / did need permission or approval from another company, does not have a business connection or affiliation with another company / did not need permission or approval from another company B = does not have a business connection or affiliation with another company / did not need permission or approval from another company, does have a business connection or affiliation with another company / did need permission or approval from another company
sVersion	Indicates whether respondent was assigned to Test Group or Control Group	T = Test Group C = Control Group
StartTime	Date and time survey started	
EndTime	Date and time survey ended	

Appendix G: Rental Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
5	1	2	4	WI	2		1	2						1	1	1	1
6	1	2	2	OR	1	1	1	1						1	1	1	1
7	1	1	4	MA	1	1	1	1						1	1	1	1
9	1	1	3	CA	2		1	1						1	1	1	1
10	1	2	2	CA	1	1	1	1						1	1	1	1
11	1	1	4	NY	1	1	1	1						1	1	1	1
12	1	1	3	FL	2		1	1						1	1	1	1
17	1	1	2	WA	2		1	1						1	1	1	1
18	1	1	4	WA	2		1	2						1	1	1	1
20	1	2	3	TX	2		1	1						1	1	1	1
22	1	1	2	AZ	2		1	1						1	1	1	1
23	1	2	2	NY	2		1	2						1	1	1	1
24	1	2	2	NJ	2		1	2						1	1	1	1
26	1	1	4	FL	2		1	1						1	1	1	1
29	1	2	2	IN	1	1	1	1						1	1	1	1
31	1	2	2	CO	1	1	1	2						1	1	1	1
33	1	1	4	AL	1	1	1	2						1	1	1	1
34	1	1	3	CA	1	1	1	1						1	1	1	1
35	1	2	2	MD	1	1	1	1						1	2	1	1
36	1	1	4	NC	1	1	1	2						1	1	1	1
37	1	1	4	FL	1	1	1	1						1	1	1	1
42	1	1	3	VA	2		1	1						1	1	1	1
44	1	1	4	PA	1	1	1	2						1	1	1	1
46	1	1	4	CA	1	1	1	1						1	1	1	1
47	1	1	3	PA	2		1	1						1	1	1	1
48	1	2	2	NY	1	1	1	2						1	1	1	1
54	1	1	2	MO	2		1	3						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
5	Cuel.com	Cuel.com website	0
6	Cuel	It says it at the top of the website	0
7	Cuel	name is listed first on website	0
9	Don't know		98
10	Don't know		98
11	Cuel	@ top of page	0
12	cuel	it looks like thats the site name	0
17	Don't know		98
18	Kule	It is in the upper left hand corner. KULE	0
20	Don't know		98
22	KULE	Because it's on the top left of the site	0
23	Gap	The style of the clothing, the way the models are posed, the styling	0
24	KULE	The logo in the corner	0
26	Kule	The web address is kule.com and it says Kule at the top of the page.	0
29	Don't know		98
31	kule	its on the top of the page	0
33	Kule	Its the name at the top of the page and the website.	0
34	Banana Republic	Because they look similar to the clothes they make.	0
35	Don't know		98
36	Kule	It's what in the search bar and top left of web page.	0
37	Kule (based on the fact that it appears on the top left side of the website)	The name Kule appears on the top left side of the website	0
42	trendy and cool clothing	its youthful and cool designing	0
44	it looks like the labels are 1973 and o boy	the text boxes included on the website	0
46	Zara	The cloths are high quality	0
47	old navy	i dont know it seems like their clothes	0
48	CUEL	ITS AT THE TOP OF THE PAGE	0
54	cuel	its the name of the website	0

Appendix G: Retail Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
5	Don't know		98	1
6	Don't know		98	2
7	Don't know		98	2
9	Don't know		98	1
10	gap,	they also sell these cloths	0	1
11	None	I do not see any other company logos	0	2
12	Don't know		98	3
17	Don't know		98	3
18	Don't know		98	1
20	Don't know		98	3
22	O Boy, The Stores	Because it's on the thumbnail	0	1
23	Old Navy, Athleta, Banana Republic	they are all under the same parent company	0	1
24	Don't know		98	2
26	None.	I don't see any names or labels besides Kule.	0	2
29	Don't know		98	3
31	Don't know		98	3
33	Don't know		98	2
34	Don't know		98	1
35	Don't know		98	3
36	Don't know		98	1
37	Don't know		98	3
42	nike adidas uniqlo	its quality is good	0	1
44	journals	the label The Journal	0	3
46	Forever 21	It is offer like this clothes	0	1
47	maybe the gap	cause i love the gap	0	3
48	Don't know		98	2
54	Don't know		98	2

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
5	Don't know		98	1
6			99	2
7			99	3
9	Don't know		98	2
10	Don't know		98	1
11			99	1
12			99	3
17			99	3
18	Don't know		98	1
20			99	3
22	O Boy	It's at the bottom of the page	0	1
23	the gap	similar styling	0	3
24			99	1
26			99	2
29			99	3
31			99	3
33			99	1
34	Don't know		98	1
35			99	3
36	Don't know		98	1
37			99	3
42	trendy clothing lines	its looking traditional	0	1
44			99	3
46	Zara	They are high quality	0	2
47			99	2
48			99	2
54			99	2

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
5	Don't know		98	5	4	2	B
6			99	2	3	2	A
7			99	5	7	2	A
9			99	5	4	2	B
10	mays	Don't know	0	4	3	2	A
11	Don't know		98	3	6	2	B
12			99	2	2	2	A
17			99	5	7	2	B
18	Don't know		98	5	2	2	A
20			99	2	2	2	B
22	Made in China I think	It has that vibe	0	6	3	2	A
23			99	6	3	2	A
24	Don't know		98	4	1	2	B
26			99	5	3	2	A
29			99	5	7	2	B
31			99	2	2	2	B
33	Don't know		98	5	2	2	B
34	Don't know		98	6	9	2	A
35			99	2	1	2	B
36	Don't know		98	3	4	2	A
37			99	6	9	2	B
42	the companies willing to globalize business	its need to explore more	0	5	7	2	A
44			99	5	3	2	B
46			99	6	7	2	B
47			99	6	4	2	B
48			99	5	4	2	A
54			99	5	9	2	B

ID	sVersion	StartTime	EndTime
5	C	4/28/2025 17:47	4/28/2025 17:51
6	C	4/28/2025 17:47	4/28/2025 17:49
7	C	4/28/2025 17:47	4/28/2025 17:49
9	C	4/28/2025 17:47	4/28/2025 17:49
10	C	4/28/2025 17:47	4/28/2025 17:50
11	C	4/28/2025 17:47	4/28/2025 17:52
12	C	4/28/2025 17:47	4/28/2025 17:51
17	T	4/28/2025 17:48	4/28/2025 17:50
18	T	4/28/2025 17:48	4/28/2025 17:53
20	T	4/28/2025 18:00	4/28/2025 18:02
22	T	4/28/2025 18:18	4/28/2025 18:32
23	T	4/28/2025 18:18	4/28/2025 18:22
24	T	4/28/2025 18:19	4/28/2025 18:21
26	T	4/28/2025 18:19	4/28/2025 18:22
29	T	4/28/2025 18:19	4/28/2025 18:21
31	T	4/28/2025 18:20	4/28/2025 18:23
33	T	4/28/2025 18:20	4/28/2025 18:27
34	T	4/28/2025 18:20	4/28/2025 18:23
35	C	4/28/2025 18:20	4/28/2025 18:26
36	T	4/28/2025 18:20	4/28/2025 18:26
37	T	4/28/2025 18:20	4/28/2025 18:24
42	C	4/28/2025 18:49	4/28/2025 18:58
44	C	4/28/2025 18:49	4/28/2025 18:55
46	C	4/28/2025 18:50	4/28/2025 18:56
47	C	4/28/2025 18:55	4/28/2025 19:01
48	C	4/28/2025 19:03	4/28/2025 19:06
54	C	4/28/2025 19:04	4/28/2025 19:06

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
59	1	1	4	CA	2		1	1						1	1	1	1
60	1	1	4	TX	1	1	1	2						1	1	1	1
65	1	1	4	CT	2		1	2						1	1	1	1
67	1	1	2	VA	2		1	2						1	1	1	1
69	1	1	2	OH	2		1	1						1	1	1	1
70	1	2	2	MD	2		1	2						1	1	1	1
71	1	1	2	MD	1	1	1	1						1	1	1	1
72	1	2	2	AZ	1	1	1	1						1	1	1	1
74	1	2	2	KY	1	1	1	2						1	1	1	1
78	1	1	2	RI	1	1	1	2						1	1	1	1
79	1	1	2	OH	1	1	1	2						1	1	1	1
80	1	1	2	FL	2		1	1						1	1	1	1
83	1	1	2	GA	2		1	2						1	1	1	1
84	1	2	2	CA	2		1	2						1	1	1	1
86	1	1	2	OK	2		1	1						1	1	1	1
87	1	2	2	MD	2		1	2						1	1	1	1
88	1	2	2	PA	1	1	1	2						1	1	1	1
89	1	2	2	IN	1	1	1	2						1	1	1	1
90	1	2	2	MI	1	1	1	2						1	1	1	1
91	1	2	2	FL	2		1	1						1	1	1	1
92	1	1	2	SC	2		1	2						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
59	J Crew	the way they look maybe OLD NAVY	0
60	cuel	listed on top of the page	0
65	kule	on top	0
67	kulu	it's the brand .	0
69	Don't know		98
70	Maybe an off brand of Tommy Hilgier I am not sure.	Because the vibe of this site is similar to their clothes. Or Gap.	0
71	OBOY	Its what its written in the website	0
72	New York City	It is very clear by the lettering ont he sweater	0
74	kule	it was written at the top of the page	0
78	Cuel	Because it literally says it right in the screenshot?	0
79	CUEL	It is showing on the website on the left top hand side	0
80	Don't know		98
83	Cuel	top left and search bar	0
84	Cuel	It is the name that appears at the top of the website	0
86	Kule	Its in the search bar. it also says "kule" at the very top of the web page.	0
87	KULE	I see a logo reading "KULE" on the header of the website	0
88	Kule	That is the name at the top of the website and the tab, so I assume it is the company.	0
89	Don't know		98
90	kule	it says at the top of the page	0
91	Don't know		98
92	Kule	It says Kule at the top and the website is kule.com	0

Appendix G: Reebok Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
59	sporting goods	from the style and look	0	1
60	Don't know		98	3
65	Don't know		98	3
67	o boy	it's brand .	0	1
69	shoes	Don't know	0	3
70	Childrens clothes	Beacuase there are pictures of kids and the site looks family friendly.	0	1
71	Zara	Its a website that sells stylish coothes	0	1
72	Reebok perhaps	It seems something like Reebok to me	0	1
74	Don't know		98	3
78	Don't know		98	3
79	Don't know		98	2
80	Don't know		98	3
83	O BOY	says in the box	0	3
84	None	I do not see any other name that could be confused as the brand	0	2
86	1973, O Boy	There is a dedicated section for it.	0	1
87	Don't know		98	3
88	They seem to have a blog and physical stores. You can return/exchange items and get/opt out of a catalog. It seems to be just the one brand making clothing.	Based on the footer menu bar for the services and the top bar for the products.	0	2
89	clothing	just helpful	0	1
90	Don't know		98	1
91	onlyny	I have some that was purchased for me and it's all about NYC clothing	0	3
92	Don't know		98	2

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
59	old navy	the look	0	1
60			99	2
65			99	3
67	kulu. com	the website .	0	2
69			99	1
70	Gap/Old Navy or Tommy Hilgifer	Beacause the clothes and site overall match the asethic of gap and old navy, maybe a touch of tommy hilfiger.	0	2
71	Amazon	They are companies that sell stylish clothes	0	1
72	I think they are known for such designs	It is pretty clear to me	0	2
74			99	2
78			99	3
79			99	2
80			99	3
83			99	2
84			99	2
86	1973 & O Boy	They sell that product line on their web page.	0	2
87			99	3
88			99	2
89	Don't know		98	1
90	Don't know		98	1
91			99	3
92			99	2

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
59	old navy	the style	0	2	3	2	B
60			99	5	3	2	A
65			99	5	5	2	B
67			99	5	3	2	B
69	Don't know		98	2	3	2	A
70			99	5	2	2	A
71	H&M	They sell stylish wears	0	5	2	2	A
72			99	5	3	2	B
74			99	5	4	2	B
78			99	5	5	2	B
79			99	3	3	2	A
80			99	2	8	2	B
83			99	2	6	2	A
84			99	6	2	2	B
86			99	5	5	2	B
87			99	1	3	2	B
88			99	6	2	2	B
89	Don't know		98	2	3	2	B
90	Don't know		98	6	5	2	B
91			99	3	4	2	A
92			99	3	2	2	B

ID	sVersion	StartTime	EndTime
59	C	4/28/2025 19:04	4/28/2025 19:11
60	C	4/28/2025 19:04	4/28/2025 19:08
65	T	4/28/2025 19:19	4/28/2025 19:24
67	T	4/29/2025 10:45	4/29/2025 10:57
69	T	4/29/2025 10:45	4/29/2025 10:49
70	T	4/29/2025 10:45	4/29/2025 10:49
71	C	4/29/2025 10:45	4/29/2025 11:00
72	T	4/29/2025 10:46	4/29/2025 10:48
74	T	4/29/2025 10:46	4/29/2025 10:50
78	C	4/29/2025 11:16	4/29/2025 11:21
79	C	4/29/2025 11:16	4/29/2025 11:18
80	C	4/29/2025 11:16	4/29/2025 11:17
83	C	4/29/2025 11:18	4/29/2025 11:20
84	C	4/29/2025 11:18	4/29/2025 11:21
86	T	4/29/2025 11:46	4/29/2025 11:51
87	T	4/29/2025 11:46	4/29/2025 11:50
88	T	4/29/2025 11:46	4/29/2025 11:52
89	T	4/29/2025 11:47	4/29/2025 11:56
90	T	4/29/2025 11:47	4/29/2025 11:50
91	T	4/29/2025 11:48	4/29/2025 11:55
92	T	4/29/2025 11:48	4/29/2025 11:51

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
93	1	1	2	OR	1	1	1	1						1	1	1	1
94	1	1	2	AZ	2		1	2						1	1	1	1
95	1	1	2	CA	2		1	3						1	1	1	1
96	1	2	2	CA	1	1	1	3						1	1	1	1
97	1	2	2	VA	2		1	3						1	1	1	1
100	1	2	4	MI	2		1	2						1	1	1	1
103	1	2	4	NY	1	1	1	2						1	1	1	1
108	1	1	4	CO	1	1	1	2						1	1	1	1
111	1	2	4	WI	1	1	1	2						1	1	1	1
113	1	2	4	AL	1	1	1	3						1	1	1	1
114	1	2	4	NY	1	1	1	2						1	1	1	1
115	1	2	3	OH	2		1	3						1	1	1	1
116	1	1	4	NY	2		1	1						1	1	1	1
117	1	2	4	SC	2		1	1						1	1	1	1
120	1	2	3	CA	1	1	1	2						1	1	1	1
122	1	1	3	CA	1	1	1	1						1	1	1	1
123	1	2	4	WI	1	1	1	2						1	1	1	1
129	1	2	4	TX	1	1	1	2						1	1	1	1
132	1	1	4	TX	1	1	1	2						1	1	1	1
137	1	2	3	CA	1	1	1	3						1	1	1	1
141	1	2	4	AZ	2		1	1						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
93	Kule	Looks like gap	0
94	Kule	Because of the name of the website shown on the page.	0
95	Kule	It says so on the website	0
96	Kule	the name is listed at the very top of the page	0
97	LEVIS	Don't know	0
100	Cuel.	The logo is at the top of the page.	0
103	Don't know		98
108	Cuel	that is the name shown	0
111	CUEL 1973	I saw the words on the website, CUEL at the top left and 1973 further down the page	0
113	Don't know		98
114	CUEL	Because the page has that name and it's also in the website address	0
115	I have no idea what company	I guess its Cuel	0
116	Don't know		98
117	cuel	name clearly showed	0
120	Cuel is the company	That is the name that is posted on the website and the website name	0
122	cuel.com	because it is on there webpage and name is clear on the top of the webpage	0
123	Cuel	Because that is what it says at the top of the page and because the e-mail address says cuel.com	0
129	CUEL	It is the name at the top of the page.	0
132	Cuel	It is listed in the top right hand corner	0
137	kule	it's at the top of the page	0
141	Kule. It says on the top so I believe this is the company	It says on the top and it is the website address	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
93	none	Looks fine	0	1
94	Don't know		98	3
95	Don't know		98	2
96	I am not aware of any other brands	I don't see any other names along with Kule	0	3
97	LEVIS,ADIDAS AND TOMMY HI	They are best selling on the site	0	2
100	None.	There's only clothing listed at the top of the page.	0	3
103	Don't know		98	1
108	Don't know		98	2
111	Don't know		98	3
113	Don't know		98	3
114	Oh Boy	Because there was a box with the name in it on the page	0	1
115	Don't know		98	1
116	Don't know		98	3
117	Don't know		98	3
120	Don't know		98	2
122	Don't know		98	2
123	Possibly one called O BOY	It it listed in the information at the bottom of the page.	0	2
129	Don't know		98	3
132	O Boy the journal	It's listed in one of the boxes	0	1
137	1973 and Oh Boy	because they're listed as "the stores"	0	1
141	I do not believe so. It seems the kule is the comapy but not 100% sure this is the boutique name or they actually make all those clothes	Kule is the only company name I see here	0	2

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
93	none	none	0	1
94			99	3
95			99	2
96			99	3
97			99	1
100			99	3
103	j crew	it looks similiar to what they sell	0	3
108			99	3
111			99	2
113			99	3
114	Don't know		98	2
115	Don't know		98	3
116			99	3
117			99	3
120			99	2
122			99	2
123			99	2
129			99	3
132	Cuel has a series of sub stores	It looks that way from the pictures	0	2
137	kule, 1973 and oh boy	they all appear on this page	0	1
141			99	2

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
93	none	none	0	5	3	2	A
94			99	4	6	2	A
95			99	6	8	2	B
96			99	5	2	2	A
97	levis	making sales	0	2	5	2	A
100			99	5	5	2	A
103			99	4	2	2	A
108			99	5	8	2	A
111			99	5	6	2	B
113			99	4	2	2	B
114			99	6	5	2	A
115			99	5	6	2	B
116			99	5	9	2	B
117			99	5	5	2	A
120			99	6	8	2	A
122			99	5	2	2	A
123			99	5	2	2	B
129			99	5	3	2	B
132			99	6	7	2	A
137	1973 and oh boy	because they appear together	0	6	9	2	B
141			99	6	3	2	B

ID	sVersion	StartTime	EndTime
93	T	4/29/2025 11:48	4/29/2025 11:52
94	T	4/29/2025 11:48	4/29/2025 11:57
95	T	4/29/2025 11:49	4/29/2025 11:50
96	T	4/29/2025 11:49	4/29/2025 11:51
97	C	4/29/2025 11:49	4/29/2025 12:09
100	C	4/29/2025 14:13	4/29/2025 14:15
103	C	4/29/2025 14:13	4/29/2025 14:18
108	C	4/29/2025 14:13	4/29/2025 14:19
111	C	4/29/2025 14:13	4/29/2025 14:18
113	C	4/29/2025 14:13	4/29/2025 14:18
114	C	4/29/2025 14:13	4/29/2025 14:17
115	C	4/29/2025 14:20	4/29/2025 14:26
116	C	4/29/2025 14:21	4/29/2025 14:23
117	C	4/29/2025 14:21	4/29/2025 14:23
120	C	4/29/2025 14:21	4/29/2025 14:24
122	C	4/29/2025 14:21	4/29/2025 14:24
123	C	4/29/2025 14:21	4/29/2025 14:27
129	C	4/29/2025 14:21	4/29/2025 14:28
132	C	4/29/2025 14:22	4/29/2025 14:28
137	T	4/29/2025 14:52	4/29/2025 14:56
141	T	4/29/2025 14:52	4/29/2025 14:59

Appendix G: Robust Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
143	1	2	3	OR	1	1	1	2						1	1	1	1
144	1	2	4	SD	1	1	1	2						1	1	1	1
154	1	2	3	GA	1	1	1	2						1	1	1	1
155	1	2	3	CA	2		1	1						1	1	1	1
159	1	2	3	CO	2		1	2						1	1	1	1
164	1	2	3	IL	1	1	1	2						1	1	1	1
166	1	2	3	AL	2		1	1						1	1	1	1
168	1	2	4	KY	1	1	1	2						1	1	1	1
170	1	2	3	VA	1	1	1	2						1	1	1	1
172	1	2	3	RI	2		1	2						1	2	1	1
174	1	2	3	OH	1	1	1	1						1	1	1	1
175	1	1	4	TX	2		1	2						1	1	1	1
176	1	2	4	OH	1	1	1	2						1	1	1	1
186	1	1	4	GA	1	1	1	1						1	1	1	1
187	1	1	3	MA	1	1	1	1						1	1	1	1
199	1	1	2	CA	2		1	3						1	1	1	1
200	1	2	2	DC	2		1	2						1	1	1	1
201	1	2	2	MO	2		1	2						1	1	1	1
205	1	2	2	TX	1	1	1	3						1	1	1	1
207	1	2	2	LA	1	1	1	2						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
143	A clothing line company or brand that calls themselves "Kule"	It is at the upper top left side of this website...also on the tab shown for the open site.	0
144	Kule	the name appears in the top right corner of the page	0
154	I would say a store like Gap or similar to puts out the clothing on this site.	I would say that because the clothing items and different departments given is similar to the gap	0
155	Don't know		98
159	kule	it says it at the top	0
164	kule	because the name is listed at the top of the page	0
166	Cuel	Because it is on the top part of the page where the brand goes.	0
168	Don't know		98
170	Don't know		98
172	I have no idea	Don't know	0
174	kull	i saw that name in the upper left corner	0
175	Kule	It shows up on the top left corner	0
176	Don't know		98
186	Don't know		98
187	Cuel	I see the name at the top of the website.	0
199	Cuel	its on the name on the site	0
200	A company founded in 1973	because there is a shirt with that number	0
201	Cuel	The brand name is on the top left of the page and also on the tab name.	0
205	KULE	It is the name on the website	0
207	gap	i think that	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
143	an "O Boy Blog" or journal by someone	It mentions "O Boy--the Journal" up above in the middle of this page...then it lists "O Boy Blog" on the very bottom of this web page on the left side bottom	0	3
144	none, I see the website address as kule.com so I am thinking the clothing is called Kule	I thought I was clear with my answer before	0	2
154	I believe other products like watches and handbags along with perfumes/cologne or sold.	It looks as if it may offer these types of [products by the different categories provided. Also. going by what the model is wearing, it may be	0	1
155	gap	it is casual dress	0	3
159	Don't know		98	1
164	nonthing	because it is their page of items	0	3
166	New York City	Because it is on one of the model's shirts.	0	1
168	I cannot tell at all although I like a lot of these styles and would buy the women's cardigan	I cannot tell what brand this is or what website from the design and layout	0	2
170	Don't know		98	3
172	Don't know		98	3
174	o boy	i also saw that name amid the clothing and at the bottom lset - something to click on	0	1
175	Don't know		98	1
176	Don't know		98	3
186	shows and accessories	Don't know	0	3
187	love their sunglasses	They have very stylish glasses.	0	1
199	champion	looks like their kind of clothes	0	3
200	CUEL	it's on top of the page	0	3
201	Don't know		98	3
205	Don't know		98	3
207	kule	i see that	0	1

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
143			99	3
144			99	2
154	i feel like companies like fossil and Michael kors.	it just gives me that type of store/products atmosphere or vibe. Also, looking at the model and what type of clothing being worn and glasses.	0	1
155			99	2
159	kule	it says it at the top	0	3
164			99	2
166	OBoy	Because It is in bold letters.	0	1
168			99	3
170			99	2
172			99	3
174	the bottom left lists stores - either their stores or stores where their clothing is sold	my previous answer said it all	0	2
175	Don't know		98	3
176			99	3
186			99	2
187	Macy's	They offer very fashionable clothes.	0	1
199			99	2
200			99	3
201			99	2
205			99	3
207	it is out there	that is what i think	0	2

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
143			99	3	1	2	B
144			99	5	1	2	A
154	fossil, michael kors, tommy hilfiger, polq	looks as if type of products they sell. trendy and stylish type of clothing and handbags and eyewear sold	0	5	4	2	A
155			99	5	6	2	A
159			99	5	5	2	B
164			99	5	9	2	B
166	Cuel	Because it is at the heading of the page.	0	1	3	2	B
168			99	5	4	2	A
170			99	6	6	2	A
172			99	6	5	2	B
174			99	4	3	2	A
175			99	5	3	2	A
176			99	1	1	2	A
186			99	4	6	2	B
187	Macy's	They offer good prices	0	5	3	2	A
199			99	6	3	2	B
200			99	2	5	2	A
201			99	6	9	2	B
205			99	5	3	2	A
207			99	5	7	2	B

ID	sVersion	StartTime	EndTime
143	T	4/29/2025 14:53	4/29/2025 15:01
144	T	4/29/2025 14:53	4/29/2025 14:57
154	T	4/29/2025 15:25	4/29/2025 15:52
155	T	4/29/2025 15:55	4/29/2025 15:58
159	T	4/29/2025 15:56	4/29/2025 16:02
164	T	4/29/2025 16:25	4/29/2025 16:27
166	C	4/29/2025 16:27	4/29/2025 16:38
168	T	4/29/2025 17:41	4/29/2025 17:44
170	C	4/29/2025 17:41	4/29/2025 17:47
172	T	4/29/2025 17:41	4/29/2025 17:45
174	T	4/29/2025 17:41	4/29/2025 17:51
175	T	4/29/2025 17:41	4/29/2025 17:45
176	T	4/29/2025 17:41	4/29/2025 17:43
186	C	4/29/2025 17:57	4/29/2025 18:03
187	C	4/29/2025 17:57	4/29/2025 18:01
199	C	4/29/2025 18:29	4/29/2025 18:33
200	C	4/29/2025 18:30	4/29/2025 18:33
201	C	4/29/2025 18:30	4/29/2025 18:33
205	T	4/29/2025 18:59	4/29/2025 19:03
207	T	4/29/2025 19:00	4/29/2025 19:06

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
214	1	2	4	FL	1	1	1	3						1	1	1	1
216	1	2	4	NJ	1	1	1	2						1	1	1	1
220	1	1	3	PA	2		1	2						1	1	1	1
221	1	2	4	MO	1	1	1	2						1	1	1	1
232	1	1	3	VA	1	1	1	1						1	1	1	1
233	1	1	3	WA	1	1	1	1						1	1	1	1
237	1	2	4	NC	1	1	1	2						1	1	1	1
240	1	2	3	IL	2		1	2						1	1	1	1
241	1	1	3	NY	1	1	1	1						1	1	1	1
242	1	2	4	OH	1	1	1	2						1	1	1	1
244	1	2	2	NH	1	1	1	2						1	1	1	1
246	1	2	2	TX	2		1	1						1	1	1	1
247	1	2	3	PA	1	1	1	2						1	1	1	1
248	1	2	2	MI	1	1	1	2						1	1	1	1
251	1	2	2	MN	1	1	1	2						1	1	1	1
253	1	2	2	NY	1	1	1	1						1	1	1	1
255	1	2	2	CA	2		1	1						1	1	1	1
260	1	1	4	AZ	1	1	1	2						1	1	1	1
262	1	1	3	PA	2		1	1						1	1	1	1
263	1	2	3	VA	2		1	2						1	1	1	1
265	1	2	4	GA	2		1	2						1	1	1	1
277	1	1	4	CA	1	1	1	2						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
214	It looks like something The Gap would create.	The look of the clothing and the diversity of the models.	0
216	Don't know		98
220	The Gap	the 1973 emphasis	0
221	Cuel and O Boy	The website is Cuel.com and in the bottom the O Boy blog is listed.	0
232	KULE	ITS ON THE TOP LEFT OF THE WEBPAGE	0
233	GAP	maybe Kule. but the tyle is similar to BR	0
237	Kule	The logo is in the top left corner	0
240	old navy	The look and the styling.	0
241	Don't know		98
242	Kule	It has that at the top of the page as well as the URL.	0
244	kule	its the brand name on the top of the page	0
246	CUEL is very best clothing brand	I like this CUEL website	0
247	Macy's	They've been around a long time and NYC is shown on one article.	0
248	CUEL	It's the name in the top left.	0
251	I believe that CUEL.com makes and sells the clothing on their website.	The website name (cuel.com) leads me to believe they are the owners/creators/distributers of the clothing pictured.	0
253	the company "Cuel"	I say that because it says "Cuel" on the top	0
255	cuel	it states this on the page.	0
260	Kule	it has the store label at the top left of the webpage	0
262	Kule	It's the website that the product is on.	0
263	Kull	Kule is at the top left-hand corner of the webpage, where most websites put the name of the company	0
265	kule	name at the top of the page	0
277	Cuel	Its the name of the site and thats the name shown at the top of the page.	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
214	Don't know		98	3
216	Gap, old navy	The simple t shirts styles	0	3
220	Don't know		98	1
221	Don't know		98	1
232	Don't know		98	3
233	kids clothing and casual plus professional	because of the presented styles	0	3
237	None	I don't see the name of any other company	0	2
240	N/A	Don't know	0	1
241	Don't know		98	3
242	Don't know		98	2
244	Don't know		98	2
246	CUEL is very cool	I like this product cloths	0	2
247	JC Penney	Don't know	0	1
248	Don't know		98	3
251	Don't know		98	3
253	i believe something like amazon	I say that because of the way the clothing looks	0	2
255	Don't know		98	2
260	Don't know		98	3
262	Don't know		98	3
263	1973, O Boy The Journal, The Stores, and The Story	They are featured names in the middle around the other clothes, so I figured that was the case	0	2
265	Don't know		98	3
277	Don't know		98	3

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
214			99	2
216			99	3
220	Don't know		98	1
221	Don't know		98	3
232			99	3
233			99	3
237			99	2
240	Don't know		98	1
241			99	3
242			99	2
244			99	2
246			99	2
247	Most seem to have a holding company over them	Don't know	0	2
248			99	1
251			99	3
253			99	2
255			99	2
260			99	3
262			99	1
263			99	2
265			99	2
277			99	3

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
214			99	5	4	2	B
216			99	4	7	2	A
220	Don't know		98	5	3	2	A
221			99	5	2	2	B
232			99	5	5	2	B
233			99	6	7	2	A
237			99	4	4	2	A
240	Don't know		98	6	9	2	A
241			99	5	4	2	B
242			99	5	6	2	A
244			99	5	4	2	A
246			99	4	3	2	B
247			99	2	5	2	B
248	1973	It's randomly listed in the middle of the screen.	0	6	5	2	B
251			99	4	3	2	B
253			99	2	1	2	A
255			99	5	5	2	A
260			99	5	9	2	A
262	Don't know		98	5	6	2	B
263			99	2	3	2	B
265			99	6	3	2	A
277			99	6	9	2	B

ID	sVersion	StartTime	EndTime
214	C	4/30/2025 8:12	4/30/2025 8:15
216	C	4/30/2025 8:12	4/30/2025 8:26
220	C	4/30/2025 8:12	4/30/2025 8:23
221	C	4/30/2025 8:12	4/30/2025 8:18
232	T	4/30/2025 8:24	4/30/2025 8:26
233	T	4/30/2025 8:24	4/30/2025 8:29
237	T	4/30/2025 8:55	4/30/2025 8:59
240	T	4/30/2025 8:55	4/30/2025 8:57
241	T	4/30/2025 8:55	4/30/2025 8:56
242	T	4/30/2025 8:55	4/30/2025 8:57
244	T	4/30/2025 8:55	4/30/2025 8:57
246	C	4/30/2025 8:56	4/30/2025 9:03
247	C	4/30/2025 8:58	4/30/2025 9:05
248	C	4/30/2025 9:27	4/30/2025 9:30
251	C	4/30/2025 9:29	4/30/2025 9:38
253	C	4/30/2025 9:30	4/30/2025 9:36
255	C	4/30/2025 9:32	4/30/2025 9:37
260	T	4/30/2025 9:54	4/30/2025 9:58
262	T	4/30/2025 9:55	4/30/2025 9:57
263	T	4/30/2025 9:55	4/30/2025 10:06
265	T	4/30/2025 9:55	4/30/2025 9:57
277	C	4/30/2025 10:26	4/30/2025 10:30

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
278	1	1	3	LA	2		1	1						1	2	1	1
281	1	1	3	CA	2		1	2						1	1	1	1
282	1	1	3	CA	1	1	1	2						1	1	1	1
283	1	1	3	CA	1	1	1	3						1	1	1	1
284	1	1	2	CA	2		1	1						1	1	1	1
287	1	1	3	CO	2		1	1						1	1	1	1
289	1	1	3	CO	2		1	1						1	1	1	1
290	1	1	3	CA	2		1	1						1	1	1	1
294	1	2	3	NC	1	1	1	2						1	1	1	1
295	1	2	2	AL	2		1	2						1	1	1	1
300	1	1	2	CA	2		1	3						1	1	1	1
302	1	1	2	KS	1	1	1	1						1	1	1	1
304	1	1	2	TN	2		1	3						1	1	1	1
305	1	2	2	WA	2		1	2						1	1	1	1
306	1	2	2	NY	2		1	1						1	1	1	1
311	1	1	2	LA	2		1	3						1	1	1	1
314	1	1	4	IL	2		1	2						1	1	1	1
315	1	1	3	NY	2		1	2						1	1	1	1
320	1	2	4	NC	2		1	2						1	1	1	1
321	1	2	4	OR	1	1	1	2						1	1	1	1
322	1	2	3	SC	2		1	2						1	1	1	1
324	1	1	4	DC	1	1	1	3						1	1	1	1
326	1	2	3	TN	1	1	1	2						1	1	1	1
327	1	2	4	MI	2		1	2						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
278	Old navt	They have everything	0
281	Don't know		98
282	GAP	Logo was too small	0
283	kule	that is the name at the top of the website	0
284	KULE	KULE is the name of the website, so I assume that the clothing they sell is made by them as well.	0
287	Don't know		98
289	Cuel	Their logo is everywhere including the top left of this screen	0
290	CUEL	the top of the title	0
294	old navy	i feel the style resembles it	0
295	gap	colors	0
300	Don't know		98
302	Cuel	it is on the header and website address	0
304	i think its a company called kule	it's on the website and also the link has it in the name	0
305	Don't know		98
306	Kule	I say that because of the name at the top of the advertisement.	0
311	Kule	The name is on the Website.	0
314	cuel	that the name at the top and nothing shows anything else	0
315	kule	its at the top of the page.	0
320	CUEL	it is at the top of the page	0
321	Don't know		98
322	Cuel	I say that because the brand name appears in the top left corner of the website.	0
324	cuel is the store	It is listed on the site top header	0
326	cuel	its the website address	0
327	CUEL	it says on top left	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
278	Kohl's	Design	0	3
281	Don't know		98	3
282	Shorts, Pants, shirts	Its a clothing company	0	1
283	Don't know		98	3
284	Don't know		98	2
287	Don't know		98	1
289	I assume there aer various clothing merchants, but there's no info so I'd be guessing	because you simply havent provided enough info	0	1
290	Don't know		98	1
294	h &m...forecer21	the style of dresses	0	2
295	kule	name	0	3
300	CUEL	words on top of the page	0	3
302	Don't know		98	2
304	they have things for women and men they also had some advertising for some vintage stuff	I looked at the image I was provided	0	3
305	Don't know		98	3
306	Sunglasses	I say that because if the sunglasses the woman is wearing in the ad.	0	3
311	Kule sells various clothing and accessory items.	Well for one thing, they have a special sections for sweaters and tees.	0	1
314	none	don't see any other brand names	0	2
315	nothing but clothes.	its all advertized	0	2
320	Don't know		98	2
321	GAP	It looks like Gap stylish	0	1
322	Don't know		98	2
324	all outerwear-shirts,jackets,sweater,etc	It is clearly shown on the site	1	1
326	shein, jcrew,	Don't know	0	1
327	J Crew	same style clothing	0	1

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
278			99	2
281			99	3
282	GAP	Looks like the same style	0	1
283			99	3
284			99	2
287	Don't know		98	1
289	Karmaloop and Garage Boys	they're similar sites but better	0	2
290	Don't know		98	3
294			99	2
295			99	3
300			99	3
302			99	1
304			99	3
305			99	3
306			99	3
311	Don't know		98	1
314			99	2
315			99	2
320			99	2
321	GAP	From my view and when I shop on the GAP, these clothes are similar to GAP clothes	0	3
322			99	2
324	Don't know		2	1
326	Don't know		98	3
327	Don't know		98	2

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
278			99	5	7	2	A
281			99	5	5	2	A
282	GAP	Same style	0	4	4	2	B
283			99	5	3	2	A
284			99	3	1	2	B
287	NYC the brand	it is all over the place	0	6	6	2	A
289			99	6	9	2	A
290			99	4	7	2	A
294			99	5	4	2	B
295			99	3	2	2	A
300			99	5	5	2	B
302	Don't know		98	5	3	2	B
304			99	2	2	2	A
305			99	4	2	2	B
306			99	4	2	2	A
311	Don't know		98	5	3	2	A
314			99	6	9	2	A
315			99	6	5	2	B
320			99	2	2	2	A
321			99	5	4	2	A
322			99	3	4	2	A
324	Don't know		2	3	3	2	A
326			99	5	9	2	B
327			99	3	3	2	A

ID	sVersion	StartTime	EndTime
278	C	4/30/2025 10:26	4/30/2025 10:32
281	C	4/30/2025 10:29	4/30/2025 10:31
282	T	4/30/2025 10:32	4/30/2025 10:36
283	T	4/30/2025 10:33	4/30/2025 10:37
284	T	4/30/2025 10:35	4/30/2025 10:38
287	C	4/30/2025 10:39	4/30/2025 10:57
289	C	4/30/2025 10:45	4/30/2025 10:48
290	C	4/30/2025 10:47	4/30/2025 10:50
294	T	4/30/2025 11:10	4/30/2025 11:27
295	T	4/30/2025 11:10	4/30/2025 11:15
300	C	4/30/2025 11:14	4/30/2025 11:19
302	C	4/30/2025 11:15	4/30/2025 11:17
304	T	4/30/2025 11:20	4/30/2025 11:29
305	C	4/30/2025 11:20	4/30/2025 11:53
306	T	4/30/2025 11:21	4/30/2025 11:23
311	T	4/30/2025 11:25	4/30/2025 11:31
314	C	4/30/2025 11:27	4/30/2025 12:08
315	T	4/30/2025 11:27	4/30/2025 11:34
320	C	4/30/2025 11:27	4/30/2025 11:30
321	C	4/30/2025 11:27	4/30/2025 11:33
322	C	4/30/2025 11:28	4/30/2025 11:30
324	C	4/30/2025 11:28	4/30/2025 11:37
326	C	4/30/2025 11:28	4/30/2025 11:32
327	C	4/30/2025 11:28	4/30/2025 11:32

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
329	1	2	4	IL	2		1	1						1	1	1	1
337	1	2	3	VA	1	1	1	1						1	2	1	1
339	1	2	4	WI	2		1	3						1	1	1	1
341	1	1	3	GA	2		1	1						1	1	1	1
342	1	2	4	MN	1	1	1	2						1	1	1	1
343	1	1	3	MO	1	1	1	1						1	1	1	1
346	1	1	4	CA	1	1	1	1						1	1	1	1
348	1	1	4	TN	1	1	1	2						1	2	1	1
349	1	2	2	WV	1	1	1	3						1	1	1	1
357	1	2	2	CA	2		1	2						1	1	1	1
360	1	2	4	OK	1	1	1	2						1	1	1	1
363	1	1	4	NY	1	1	1	2						1	1	1	1
367	1	2	4	NY	2		1	2						1	1	1	1
376	1	2	3	MA	1	1	1	2						1	1	1	1
379	1	1	3	OH	1	1	1	3						1	1	1	1
382	1	1	3	TX	1	1	1	2						1	1	1	1
383	1	1	3	CA	2		1	1						1	1	1	1
384	1	1	3	OH	2		1	2						1	1	1	1
385	1	1	3	IL	1	1	1	1						1	1	1	1
387	1	1	3	VA	1	1	1	2						1	1	1	1
388	1	2	3	TX	1	1	1	2						1	1	1	1
389	1	1	3	VA	2		1	1						1	1	1	1
392	1	2	3	CA	1	1	1	2						1	1	1	1
395	1	2	2	FL	1	1	1	2						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
329	cuel	o boy	0
337	Don't know		98
339	old navy or gap	It looks like their style although the site says Kule	0
341	Kule	I can see the word Kule on the top of the page.	0
342	kule	because it is the name of the web site	0
343	Kule the clothing brand puts out these clothes.	It clearly says Kule on the website	0
346	Kule	top left of the site has Kule listed	0
348	Kule	It's at the top of the ad	0
349	KULE	name of the site	0
357	Kule	I based it off the heading of the website and the website address.	0
360	New York & Company	The "New York City" logo on the first picture of the sweatshirt immediately made me think of this brand. The rest of the clothing examples fit in with the brand as well, in my opinion.	0
363	Kule	I see the logo in the corner	0
367	Cuel	The name is clearly on the top of the page	0
376	old navy	it looks like their website style and clothing style	0
379	Cuel	the name in the corner and the search bar	0
382	Cuel	It's the brand name at the top of the page	0
383	Don't know		98
384	Old Navy	If the brand name was on the site, I didn't notice it. I said Old Navy because I can see them selling these styles.	0
385	Don't know		98
387	Kule. It says it at the top of the page.	It says it at the top of the page.	0
388	KULE.com	Thats the website that is selling the cloths	0
389	Kule	the ttitle	0
392	KULE	THERE IS A BIG LOGO ON THE LEFT SIDE CORNER OF THE PAGE	0
395	Cuel	it says it at the top of the website, and that is the name of the website.	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
329	o boy	1973	0	2
337	Don't know		98	2
339	Kule but it looks like everyday wear	All the clothes look the same.	0	1
341	Don't know		98	3
342	Don't know		98	2
343	It says Kule on it	Kule is the name of the brand	0	2
346	none other than Kule	No other obvious name is listed on the site	0	2
348	Looks like they just sell clothes	Because that's all that the ad shows	0	3
349	accessories	normally go with clothing	0	1
357	Don't know		98	3
360	Don't know		98	2
363	Don't know		98	3
367	Don't know		98	3
376	CUEL.com, not sure who they are	i saw the website	0	1
379	Don't know		98	3
382	Don't know		98	3
383	Don't know		98	1
384	Maybe The Gap and Express.	Not looking at the wording, I just see these styles sold by any clothing retailer that isn't too fashionable.	0	3
385	Don't know		98	2
387	None at all.	Because there's no others listed.	0	2
388	Don't know		98	1
389	none at all	it seems like a home page	0	2
392	Don't know		98	2
395	None	I didn't notice any other brand names.	0	2

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
329			99	2
337			99	1
339	Is Kule and oh boy the same?	Because both are mentioned on the site	0	1
341			99	3
342			99	3
343			99	2
346			99	2
348			99	3
349	companies to sell the clothing	multi-platforms to sell	0	2
357			99	3
360			99	2
363			99	3
367			99	3
376	old navy/banana republic	their website and clothing styles are similar	0	1
379			99	3
382			99	2
383	Don't know		98	3
384			99	3
385			99	2
387			99	3
388	New York collection	The logo of the cloths shown on KULE.com	0	3
389			99	2
392			99	2
395			99	2

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
329			99	2	2	2	B
337	Don't know		98	2	3	2	B
339	I would think for legal reasons	Why do you keep repeating the same questions	0	5	5	2	A
341			99	6	3	2	A
342			99	5	7	2	A
343			99	6	6	2	B
346			99	5	9	2	A
348			99	3	8	2	A
349			99	6	2	2	A
357			99	5	10	2	B
360			99	5	3	2	B
363			99	5	9	2	B
367			99	2	1	2	A
376	old navy/banana republic	trademark rights	0	3	2	2	B
379			99	2	2	2	B
382			99	6	3	2	A
383			99	5	5	2	B
384			99	5	3	2	A
385			99	5	2	2	B
387			99	5	7	2	B
388			99	6	6	2	B
389			99	5	3	2	A
392			99	6	9	2	A
395			99	3	5	2	A

ID	sVersion	StartTime	EndTime
329	C	4/30/2025 11:28	4/30/2025 11:32
337	T	4/30/2025 11:28	4/30/2025 11:48
339	T	4/30/2025 11:39	4/30/2025 11:46
341	T	4/30/2025 11:39	4/30/2025 11:44
342	T	4/30/2025 11:39	4/30/2025 11:42
343	T	4/30/2025 11:39	4/30/2025 11:41
346	T	4/30/2025 11:39	4/30/2025 11:43
348	T	4/30/2025 11:39	4/30/2025 11:44
349	T	4/30/2025 11:39	4/30/2025 11:46
357	T	4/30/2025 11:40	4/30/2025 11:42
360	T	4/30/2025 11:40	4/30/2025 11:51
363	T	4/30/2025 11:40	4/30/2025 11:43
367	C	4/30/2025 12:09	4/30/2025 12:12
376	C	4/30/2025 12:09	4/30/2025 12:12
379	C	4/30/2025 12:10	4/30/2025 12:20
382	C	4/30/2025 12:10	4/30/2025 12:14
383	C	4/30/2025 12:10	4/30/2025 12:12
384	C	4/30/2025 12:10	4/30/2025 12:15
385	C	4/30/2025 12:10	4/30/2025 12:13
387	T	4/30/2025 12:40	4/30/2025 12:44
388	T	4/30/2025 12:40	4/30/2025 12:44
389	T	4/30/2025 12:41	4/30/2025 12:45
392	T	4/30/2025 12:41	4/30/2025 12:43
395	C	4/30/2025 12:51	4/30/2025 12:53

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
398	1	1	2	CA	2		1	1						1	1	1	1
399	1	1	2	WA	2		1	2						1	1	1	1
400	1	1	2	CA	1	1	1	2						1	1	1	1
401	1	1	2	CA	2		1	2						1	1	1	1
402	1	2	2	NC	2		1	2						1	1	1	1
405	1	2	2	MN	1	1	1	3						1	1	1	1
406	1	2	2	MD	2		1	2						1	1	1	1
410	1	2	2	TN	1	1	1	1						1	1	1	1
411	1	1	2	FL	2		1	2						1	1	1	1
413	1	1	2	OH	2		1	2						1	1	1	1
414	1	1	2	NC	2		1	1						1	1	1	1
416	1	2	2	SC	2		1	2						1	1	1	1
418	1	2	2	UT	2		1	1						1	1	1	1
419	1	2	2	TN	2		1	2						1	1	1	1
420	1	2	2	MI	2		1	2						1	1	1	1
422	1	2	2	FL	1	1	1	2						1	1	1	1
423	1	2	2	FL	2		1	1						1	1	1	1
424	1	2	2	GA	2		1	1						1	1	1	1
425	1	2	2	KS	2		1	1						1	1	1	1
426	1	2	2	CA	2		1	2						1	1	1	1
428	1	2	2	ID	2		1	2						1	1	1	1
429	1	1	2	OK	2		1	1						1	1	1	1
432	1	1	2	MN	1	1	1	2						1	1	1	1
434	1	2	2	MD	1	1	1	2						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
398	Cuel	Because it says Cuel on the upper left hand side of the website and also the style of the word and font.	0
399	levies	the choice in colors and product choices	0
400	CUEL	It's on the top right corner where usually logo be	0
401	Kule	It is the brand logo that can be found in the upper left corner of the website.	0
402	Kule	It's located in the top left corner.	0
405	fuel	says on the top left	0
406	Cuel	That's the name of the website and usually they post images of their own products	0
410	Don't know		98
411	ASOS?	Ok, it actually looks like CUEL.	0
413	Kule	The brand name is listed at the top left of the webpage.	0
414	Kule	Top left of the page	0
416	kule	because that is the name on the website	0
418	Kule	it says it in the upper left corner	0
419	cuel clothing	cuel is on the ads	0
420	kule	It is on top of the site.	0
422	cuel	its at the top of the page	0
423	KULE	The brand	0
424	Don't know		98
425	Don't know		98
426	Don't know		98
428	Kule	Their logo appears on the top left	0
429	Kule I believe	That is what the website is about	0
432	Don't know		98
434	Cuel	The top part says "Cuel" and the url is cuel.com	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
398	Maybe shoes or accessories.	I shop online sometimes and that's what other items the stores offer that i browse.	0	3
399	wangler	the color choice	0	1
400	Don't know		98	3
401	Don't know		98	3
402	None	I don't see any other logos, and no brands mentioned.	0	2
405	Don't know		98	3
406	Don't know		98	3
410	Don't know		98	3
411	J Crew seems plausible.	It looks similar to J Crew as well.	0	3
413	I think the website is exclusively an in house fashion brand, selling only their creations.	I have no evidence on the webpage indicating that the brand offers styles and pieces from other desginers and brands.	0	2
414	Shirts and sweatshirts	Seen on the page	0	2
416	Don't know		98	3
418	maybe old navy	The clothes look similar to theirs	0	3
419	tommy ford	the solids and strips are his style	0	1
420	Don't know		98	3
422	o boy the journal	its in the middle of the page as a link	0	3
423	Don't know		98	2
424	Don't know		98	3
425	Don't know		98	3
426	Don't know		98	3
428	Don't know		98	3
429	Don't know		98	2
432	Don't know		98	3
434	Don't know		98	3

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
398			99	2
399	Don't know		98	2
400			99	3
401			99	3
402			99	2
405			99	3
406			99	2
410			99	3
411			99	2
413			99	2
414			99	2
416			99	3
418			99	1
419	coach	coach sell stykes of clothes like the solids and stripes	0	2
420			99	2
422			99	3
423			99	2
424			99	3
425			99	3
426			99	2
428			99	3
429			99	2
432			99	3
434			99	3

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
398			99	1	4	2	A
399			99	5	2	2	B
400			99	5	3	2	B
401			99	5	7	2	B
402			99	5	3	2	A
405			99	3	1	2	B
406			99	5	2	2	A
410			99	4	2	2	A
411			99	6	3	2	B
413			99	5	9	2	B
414			99	2	2	2	B
416			99	5	3	2	B
418	old navy	Old Navy was the company that came first	0	5	6	2	B
419			99	3	2	2	A
420			99	5	10	2	B
422			99	5	2	2	B
423			99	5	2	2	B
424			99	2	1	2	A
425			99	6	4	2	A
426			99	5	9	2	A
428			99	5	2	2	A
429			99	6	4	2	A
432			99	3	1	2	A
434			99	3	4	2	B

ID	sVersion	StartTime	EndTime
398	C	4/30/2025 13:11	4/30/2025 13:16
399	C	4/30/2025 13:58	4/30/2025 14:07
400	C	4/30/2025 14:41	4/30/2025 14:47
401	T	4/30/2025 16:08	4/30/2025 16:10
402	T	4/30/2025 16:09	4/30/2025 16:12
405	C	4/30/2025 16:11	4/30/2025 16:13
406	C	4/30/2025 16:11	4/30/2025 16:17
410	C	4/30/2025 16:15	4/30/2025 16:18
411	C	4/30/2025 16:15	4/30/2025 16:19
413	T	4/30/2025 16:16	4/30/2025 16:21
414	T	4/30/2025 16:16	4/30/2025 16:20
416	T	4/30/2025 16:22	4/30/2025 16:24
418	T	4/30/2025 16:22	4/30/2025 16:28
419	C	4/30/2025 16:23	4/30/2025 16:31
420	T	4/30/2025 16:23	4/30/2025 16:25
422	C	4/30/2025 16:26	4/30/2025 16:28
423	T	4/30/2025 16:28	4/30/2025 16:35
424	C	4/30/2025 16:28	4/30/2025 16:30
425	C	4/30/2025 16:29	4/30/2025 16:31
426	T	4/30/2025 16:31	4/30/2025 16:37
428	T	4/30/2025 16:33	4/30/2025 16:35
429	T	4/30/2025 16:34	4/30/2025 16:36
432	C	4/30/2025 16:38	4/30/2025 16:40
434	C	4/30/2025 16:41	4/30/2025 16:43

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
437	1	2	4	SC	1	1	1	1						1	1	1	1
441	1	1	4	VA	2		1	3						1	1	1	1
443	1	1	4	MI	2		1	2						1	1	1	1
444	1	2	3	KS	1	1	1	2						1	1	1	1
449	1	1	2	GA	1	1	1	3						1	1	1	1
453	1	1	3	IL	2		1	1						1	1	1	1
455	1	1	4	MO	2		1	3						1	1	1	1
458	1	2	2	CA	2		1	3						1	1	1	1
463	1	1	3	CA	2		1	2						1	1	1	1
469	1	2	3	IA	2		1	2						1	1	1	1
476	1	2	4	HI	2		1	1						1	1	1	1
482	1	1	4	OH	1	1	1	3						1	1	1	1
484	1	2	2	LA	1	1	1	2						1	1	1	1
486	1	2	3	VA	2		1	2						1	1	1	1
487	1	2	3	PA	1	1	1	2						1	1	1	1
489	1	2	4	VT	1	1	1	2						1	1	1	1
493	1	1	4	AR	1	1	1	2						1	1	1	1
495	1	1	3	GA	2		1	2						1	2	1	1
496	1	1	3	GA	1	1	1	2						1	1	1	1
499	1	1	3	FL	2		1	3						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
437	Hollister	The clothes look like their style.	0
441	Cuel	Don't know	0
443	Cuel	Its the name I see	0
444	i am completely unsure to which company this might be	the word cuel is about, but i dont know that company	0
449	Kule	the web address	0
453	Kole and/or a variety of companies--1973, The Store, O Boy.	Those are the names I see represented on the page.	0
455	Is the company 1973?	I saw the number 1973 in one of the images. It is just a guess.	0
458	KULE	At the top most left part of the page KULE signage is prominent indicating the page is likely a product of the KULE brand	0
463	Jcrew	It looks like their type of style.	0
469	Kule	it's in the upper left corner	0
476	New York and Company	For that store has that type of wording on their clothes	0
482	Cuel.	It says Cuel in the ad.	0
484	Cuel	I think it would be Cuel because it says that at the top of the page and that seems to be the name of the site that these clothes are listed on.	0
486	Cuel	it's on the top of the page	0
487	Cuel	It says at the top of the site, Cuel	0
489	Don't know		98
493	Don't know		98
495	Cuel	It is mentioned at the top of the website.	0
496	Don't know		98
499	Don't know		98

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
437	Don't know		98	2
441	Don't know		98	1
443	Don't know		98	3
444	Don't know		98	2
449	o boy	middle of the page	0	1
453	Don't know		98	3
455	It seems that they offer women's clothing, men's clothing, kids, clothing. They offer pants, sweaters, outer wear, etc..	It says that around some of the images.	1	2
458	Free shipping Children's clothing Men's clothing Women's clothing	The clothings featured in the site have considered children, women, and men in different scenarios and fashions	0	1
463	Don't know		98	1
469	Don't know		98	3
476	Sunglasses, purses, jewelery and belts	For from the picture can see sunglasses and a purse	0	1
482	I don't know.	Because I truly don't know.	0	3
484	O Boy	I feel like 'O Boy' would have a part in it because one section says 'O Boy the Journal'	0	3
486	none	I don't see any other brand	0	3
487	Don't know		98	3
489	o boy	Those words were printed a few times on the first page	0	1
493	Don't know		98	3
495	Don't know		98	3
496	backpacks	the items they already offer	0	1
499	Anything can be on website, I just believe one need to try them on to truly know how well those glasses fit you.	Because glasses are very unique and each style from each company can be significantly different.	0	2

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
437			99	2
441	Don't know		98	3
443			99	2
444			99	1
449	Don't know		98	2
453			99	3
455			2	2
458	Delivery or shipping company for delivering of products to their online customers	This is a fashion brand that I am somewhat sure outsources the delivery and transportation services	0	2
463	Don't know		98	2
469			99	3
476	Don't know		98	2
482			99	3
484			99	3
486			99	3
487			99	3
489	cuel and o boy	I see both names	0	1
493			99	3
495			99	3
496	Don't know		98	1
499			99	1

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
437			99	5	6	2	B
441			99	2	2	2	B
443			99	5	4	2	A
444	Don't know		98	4	3	2	A
449			99	5	5	2	B
453			99	4	6	2	B
455			2	4	2	2	A
458			99	5	2	2	B
463			99	5	3	2	B
469			99	5	8	2	A
476			99	3	4	2	A
482			99	6	9	2	A
484			99	3	2	2	B
486			99	4	3	2	A
487			99	5	3	2	B
489	cuel	that is the name of the website	0	5	2	2	B
493			99	3	1	2	B
495			99	6	3	2	B
496	Don't know		98	3	2	2	A
499	your question does not make much sense. I am not sure how to answer it.	Don't know	0	6	9	2	A

ID	sVersion	StartTime	EndTime
437	C	4/30/2025 16:44	4/30/2025 16:48
441	C	4/30/2025 16:44	4/30/2025 16:48
443	C	4/30/2025 16:45	4/30/2025 16:49
444	C	4/30/2025 16:45	4/30/2025 16:47
449	T	4/30/2025 16:52	4/30/2025 16:59
453	T	4/30/2025 16:54	4/30/2025 17:08
455	T	4/30/2025 16:54	4/30/2025 17:01
458	T	4/30/2025 16:55	4/30/2025 17:16
463	T	4/30/2025 16:55	4/30/2025 16:57
469	T	4/30/2025 16:55	4/30/2025 16:57
476	T	4/30/2025 16:57	4/30/2025 17:03
482	C	4/30/2025 17:24	4/30/2025 17:32
484	C	4/30/2025 17:25	4/30/2025 17:39
486	C	4/30/2025 17:25	4/30/2025 17:30
487	C	4/30/2025 17:25	4/30/2025 17:26
489	C	4/30/2025 17:25	4/30/2025 17:31
493	C	4/30/2025 17:26	4/30/2025 17:31
495	C	4/30/2025 17:26	4/30/2025 17:30
496	T	4/30/2025 17:26	4/30/2025 17:41
499	C	4/30/2025 17:27	4/30/2025 17:36

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
507	1	1	3	CA	1	1	1	2						1	1	1	1
508	1	1	2	CA	2		1	2						1	1	1	1
512	1	1	3	WA	1	1	1	2						1	1	1	1
514	1	1	3	CA	2		1	2						1	1	1	1
515	1	1	3	CA	2		1	1						1	1	1	1
519	1	2	2	IA	2		1	2						1	1	1	1
520	1	2	2	OH	2		1	1						1	1	1	1
523	1	1	2	NC	2		1	2						1	1	1	1
525	1	2	2	OK	2		1	2						1	1	1	1
526	1	1	2	GA	2		1	3						1	1	1	1
530	1	2	2	UT	2		1	1						1	1	1	1
532	1	1	2	CO	1	1	1	2						1	1	1	1
534	1	2	2	TX	2		1	1						1	1	1	1
536	1	2	2	TX	2		1	2						1	2	1	1
539	1	1	2	NJ	2		1	3						1	1	1	1
542	1	2	2	MO	2		1	2						1	1	1	1
543	1	2	2	TX	1	1	1	2						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
507	Kule	It is the name listed on the site.	0
508	Don't know		98
512	To me it looks like Old Navy	it just kind of looks like how old Navy sets up their website and same with the pictures	0
514	KULE	IT IS ON THE WEB PAGE	0
515	Kule	it is on the web page on the top left. usually that is the company lego.	0
519	CUEL	It's displayed at the top of the page, and it's the website name.	0
520	I believe that CUEL is the brand that puts out/makes this clothing	I say that because I see what appears to be a brand name or logo in the top left corner of the site.	0
523	Kule	I see the name prominently in the upper left corner of the screen, which usually indicated that's the name of the company.	0
525	Maybe this company called "Kule" since it's listed on the page?	Because it says so in the upper left hand corner.	0
526	Kull	Don't know	0
530	I think the company is called Cuel	Because it's the name of the website	0
532	Cuel	The brand is at the top of the page	0
534	Gap	It looks like a family company that has clothes for adults and children. It looks nice but pretty basic	0
536	Cuel	It says it on the top	0
539	Kule	The name is in the header	0
542	Cuel is listed and it looks like gap	The colors and patterns as well as the year reminds me of the brand	0
543	CUEL	The web address and the logo at the left corner	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
507	Don't know		98	3
508	Don't know		98	3
512	Don't know		98	3
514	Don't know		98	3
515	Don't know		98	3
519	Don't know		98	2
520	I don't think I see any other brands represented.	I did notice that there is a spot located for "stores", though it appears this may represent stores under the brand name because I did not see any other hints that would indicate another brand being sold.	0	1
523	Don't know		98	3
525	J. Crew	The clothing is quite similar. This brands just seems a little more casual than J. Crew and not quite as nautical.	0	3
526	Craftsman, Calvin Klein, Hanes	It would be stylish.	0	1
530	Don't know		98	2
532	Don't know		98	2
534	Old Navy, H&M	They are other brands that sell clothes for the whole family. They have similar quality and types of clothing items	0	1
536	Don't know		98	3
539	Too many to list, basic essential wears. Old navy, H&M, nike, addidas, etc.	The clothing is similar to the countless essentials lines that are out there currently.	0	3
542	Clothes, shoes, gap	Because its a clothing bran	0	1
543	clothes and accesories	the pictures of the models on the website	0	2

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
507			99	3
508			99	3
512			99	3
514			99	3
515			99	3
519			99	2
520	It is possible that this clothing brand is an offshoot of another, larger clothing brand who is attempting to reach a variable audience or different audience than typically targeted by the parent company.	I know of other companies who operate the same brand with various names, though they are all produced in the same manner by the same people.	0	1
523			99	2
525			99	2
526	Jos A. Bank	It convinces other shoppers to buy the clothing.	0	1
530			99	1
532			99	2
534	Maybe a parent brand or children clothing line	It looks like a family company, which usually has multiple brands under it	0	2
536			99	3
539			99	3
542	Gap or old navy	Again its just the vibes and clothing	0	2
543			99	2

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
507			99	2	3	2	A
508			99	3	6	2	A
512			99	4	4	2	A
514			99	5	3	2	A
515			99	5	5	2	A
519			99	5	4	2	B
520	My workplace involves a lot of consent with businesses, I would theorize one would need consent to display the clothing on their site.	Don't know	0	5	3	2	A
523			99	3	2	2	B
525			99	5	8	2	B
526	Macy's	I like the style.	0	2	1	2	A
530	I said I didn't think they needed permission.	Because it seems like it's all their own brand.	0	5	3	2	A
532			99	5	5	2	A
534			99	5	6	2	B
536			99	5	4	2	B
539			99	5	5	2	B
542			99	6	3	2	B
543			99	5	3	2	B

ID	sVersion	StartTime	EndTime
507	T	4/30/2025 18:29	4/30/2025 18:32
508	T	4/30/2025 18:32	4/30/2025 18:35
512	T	4/30/2025 18:54	4/30/2025 18:57
514	T	4/30/2025 19:04	4/30/2025 19:07
515	T	4/30/2025 19:07	4/30/2025 19:22
519	C	5/1/2025 11:24	5/1/2025 11:27
520	C	5/1/2025 11:25	5/1/2025 11:29
523	T	5/1/2025 11:28	5/1/2025 11:31
525	T	5/1/2025 11:30	5/1/2025 11:34
526	T	5/1/2025 11:31	5/1/2025 11:36
530	C	5/1/2025 11:32	5/1/2025 12:18
532	C	5/1/2025 11:35	5/1/2025 11:42
534	C	5/1/2025 11:41	5/1/2025 11:46
536	C	5/1/2025 11:43	5/1/2025 11:48
539	T	5/1/2025 11:51	5/1/2025 11:56
542	C	5/1/2025 11:57	5/1/2025 12:06
543	C	5/1/2025 11:59	5/1/2025 12:03

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
544	1	1	2	FL	1	1	1	2						1	1	1	1
546	1	2	2	MN	2		1	2						1	1	1	1
549	1	1	2	NY	1	1	1	1						1	1	1	1
551	1	2	2	NJ	2		1	1						1	1	1	1
552	1	2	3	MI	1	1	1	2						1	1	1	1
556	1	2	3	FL	1	1	1	2						1	1	1	1
557	1	2	4	WA	1	1	1	2						1	1	1	1
561	1	2	3	OH	1	1	1	1						1	1	1	1
562	1	1	3	FL	2		1	3						1	1	1	1
565	1	2	3	NE	2		1	2						1	1	1	1
566	1	2	3	NH	2		1	3						1	1	1	1
567	1	2	4	OH	1	1	1	1						1	1	1	1
570	1	2	3	FL	1	1	1	1						1	2	1	1
571	1	1	4	CA	1	1	1	2						1	1	1	1
579	1	1	4	NJ	1	1	1	2						1	1	1	1
584	1	2	4	MN	1	1	1	2						1	1	1	1

Appendix G: Rebrand Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
544	Cuel	It says it in the corner of the website	0
546	Cuel.	It's the name of the store.	0
549	Don't know		98
551	kule	I can see it on there	0
552	Kule	The name of the company is on the upper left corner	0
556	It reminds me of Old Navy!	It looks preppy and fresh.	0
557	KULE, ITS OWN LABEL	JUST NO OTHER BAND NAMES LISTED	0
561	Kule	It states the name at the top and in the web address.	0
562	kule	logo suggested	0
565	CUEL	It says CUEL at the top	0
566	Kule clothing company is the brand I believe as that it what this website states in the left hand corner.	As stated previously, the name says Kule in the upper left hand corner of the website which makes me automatically assume that this would be the brand. Also, the name Kule is in the address bar. It could not be more obvious to an average person or someone that may not be smart.	0
567	Kule	The name at the top of the page	0
570	Kule	It's on the site	0
571	Cuel	the url is cuel.com	0
579	CUEL	It is in the upper left corner of the homepage	0
584	Cuel	It is the name of the website	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
544	Don't know		98	1
546	Don't know		98	2
549	Don't know		98	3
551	none	it looks so good	0	1
552	None	I don't see another brand name on the page	0	3
556	Don't know		98	1
557	NO OTHER JUST THEIR OWN PRIVATE LABEL LINE OF CLOTHES	JUST DONT SEE ANYTHING ELSE	0	2
561	Don't know		98	2
562	none	dont see any	0	2
565	Don't know		98	3
566	I see no other brands listed anywhere on the page so I would say no brand as there is no other brand disclosed to me here on the front page of this simple website.	As stated previously, I see no other brands mentioned here anywhere on the page for this simple website that says the name Kule. Only one brand is visible in all of the text hence my conclusion as I have stated twice now and may have to do again, there is not a mention of any name other the brand Kule. Does the clothing look like LL bean, yes, Old Navy and gap as well however those names are not mentioned anywhere on this large screen on my laptop so at this time I will still have to say no I do not think that there are any other brands associated with the only brand that I see.	0	2
567	Don't know		98	2
570	Don't know		98	2
571	they have clothing lines 1973 and o boy.	they are listed on this web page.	0	2
579	Don't know		98	1
584	Don't know		98	3

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
544	Don't know		98	1
546			99	2
549			99	3
551	I do not know	I can not see it	0	1
552			99	3
556	Loft?	Again looks preppy.	0	2
557			99	2
561			99	2
562			99	2
565			99	3
566			99	2
567			99	2
570			99	2
571			99	2
579	Can not tell	No other brand name shown	0	2
584			99	3

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
544	The companies that produce the clothes	I just thought that was how businesses like these worked	0	4	2	2	A
546			99	5	3	2	B
549			99	5	3	2	A
551	old navy	it looks like it	0	5	6	2	B
552			99	6	5	2	A
556			99	6	4	2	A
557			99	2	3	2	B
561			99	4	4	2	A
562			99	5	4	2	A
565			99	5	5	2	B
566			99	4	3	2	B
567			99	5	4	2	B
570			99	5	4	2	B
571			99	5	5	2	B
579			99	5	6	2	A
584			99	2	5	2	B

ID	sVersion	StartTime	EndTime
544	C	5/1/2025 11:59	5/1/2025 12:08
546	C	5/1/2025 12:00	5/1/2025 12:02
549	T	5/1/2025 12:06	5/1/2025 12:09
551	T	5/1/2025 12:08	5/1/2025 12:15
552	T	5/1/2025 12:36	5/1/2025 12:43
556	T	5/1/2025 12:37	5/1/2025 12:41
557	T	5/1/2025 12:37	5/1/2025 12:47
561	T	5/1/2025 12:38	5/1/2025 12:40
562	T	5/1/2025 12:38	5/1/2025 12:40
565	C	5/1/2025 12:38	5/1/2025 13:01
566	T	5/1/2025 12:38	5/1/2025 12:47
567	T	5/1/2025 12:38	5/1/2025 12:41
570	T	5/1/2025 12:39	5/1/2025 12:42
571	C	5/1/2025 12:53	5/1/2025 13:02
579	C	5/1/2025 12:58	5/1/2025 13:01
584	C	5/1/2025 12:59	5/1/2025 13:01

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
587	1	1	4	NC	1	1	1	1						1	1	1	1
593	1	1	4	NJ	1	1	1	2						1	1	1	1
594	1	2	4	MI	2		1	1						1	1	1	1
595	1	1	3	FL	1	1	1	1						1	1	1	1
602	1	2	3	CA	2		1	2						1	1	1	1
603	1	1	3	CA	2		1	2						1	1	1	1
609	1	1	4	FL	1	1	1	1						1	1	1	1
619	1	1	3	TX	1	1	1	1						1	1	1	1
620	1	1	3	CA	2		1	1						1	1	1	1
621	1	1	3	NC	1	1	1	1						1	1	1	1
622	1	2	2	FL	1	1	1	3						1	1	1	1
625	1	1	2	MA	2		1	1						1	1	1	1
628	1	2	2	FL	2		1	2						1	1	1	1
631	1	2	2	PA	2		1	1						1	1	1	1
632	1	1	2	CA	2		1	1						1	1	1	1
634	1	1	2	MA	1	1	1	2						1	1	1	1
637	1	2	2	ME	2		1	2						1	1	1	1
638	1	1	2	IL	2		1	1						1	1	1	1
641	1	1	2	OR	2		1	2						1	1	1	1
645	1	2	2	CA	1	1	1	3						1	1	1	1
646	1	2	2	NY	2		1	2						1	1	1	1
647	1	1	2	AZ	1	1	1	1						1	1	1	1
649	1	2	2	CT	1	1	1	3						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
587	I believe it is CUEL	I see the logo CUEL at the top left of the page	0
593	gap	very much like you would expect from them	0
594	KULE	The name is stated at the top of the page.	0
595	not sure	personal preference and experience...	0
602	cuel	It's at the top of the screen	0
603	KULE	That is the brand name located on the top left corner	0
609	marshalls	looks like something they would sell	0
619	Kule	They have their name at the upper left hand corner of the page	0
620	it's typical New York Style	it's cool design	0
621	Kule	Don't know	0
622	The company that designs this clothing is the brand called Kule.	The brand name for the company is at the top of the page.	0
625	CUEL	Because i see the name/logo on top left of the website page	0
628	The website itself says Cuel but the style is reminiscent of Uniqlo	Minimalist basics are typically sold there	0
631	Cuel	it says it right at the top of the page.	0
632	Cule, though it looks like it could also fir the GAP style	the style looks like GAP or OLD NAVY	0
634	Don't know		98
637	Kule is the maker; the logo is in the top left corner.	The logo is clearly visible in the top left corner of the website.	0
638	Kule	Says it on the top of the website. Fashion brand.	0
641	KULE	It's the website name. Kule.com	0
645	cule	name	0
646	Cuel	I see the name on the top of the website	0
647	Don't know		98
649	A new clothing company called Kule	It is ar age top of the page	0

Appendix G: Rebrand Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
587	I am not so sure. I don't see any other.	1973 is not a brand that I could see. No other brand that stands out on the page.	0	1
593	banana republic, old navy	as per my knowledge	0	1
594	Women's, Men's, and Kids clothing	Those items are shown on this page	0	3
595	none	personal preference and experience...	0	2
602	Oh Boy and 1973	They were throughout the site	0	1
603	none	There are no information that states otherwise	0	2
609	kohls	looks like their line of items	0	1
619	No others. The only name of a brand on the entire page is Kule	It is the only name on the entire website.	0	2
620	Don't know		98	2
621	Don't know		98	2
622	This could also be old navy or gap.	This clothing looks similar to that brand.	0	3
625	i feel its just cuel brand selling their clothes	Because i dont see any other products except clothing	0	2
628	Old navy or Gap also has similar style	They have always been known for basic styles that are appropriate for business casual	0	3
631	none	Don't know	0	2
632	OLD NAVY	its full of basics and essentials, just like OLD naVy is	0	1
634	Don't know		98	2
637	Possible Gap?	The clothes are simple and resemble things I've seen at Gap.	0	3
638	Women's clothing.	I've heard of the company before and the models are all women, wearing womens clothes.	0	2
641	Don't know		98	2
645	Don't know		98	2
646	NYC	because it is based on clothes for the city	0	2
647	Don't know		98	1
649	maybe shoes or sporting equipment	It would be good for them	0	2

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
587	Yes, 'The Stores' seems to have the link to other stores/brands.	As I mentioned previously, 'The Stores' indicates that it has connections to other brands.	0	3
593	gap	already answered earlier	0	3
594			99	2
595			99	2
602	1973 and Oh Boy	Same as before	0	1
603			99	2
609	Don't know		98	1
619			99	2
620			99	1
621			99	2
622			99	3
625			99	3
628			99	3
631			99	2
632	perhaps GAP or OLD NAVY	the styles are similar and even the models	0	1
634			99	3
637			99	2
638			99	2
641			99	2
645			99	3
646			99	3
647	Don't know		98	1
649			99	1

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
587			99	5	7	2	A
593			99	6	9	2	B
594			99	5	4	2	B
595			99	5	4	2	A
602	Don't know		98	5	5	2	A
603			99	5	5	2	A
609	Don't know		98	5	3	2	A
619			99	5	4	2	B
620	Don't know		98	5	6	2	A
621			99	3	4	2	B
622			99	3	4	2	B
625			99	6	4	2	A
628			99	5	3	2	B
631			99	2	2	2	B
632	GAP and OLD NAVY	similar aesthetics	0	5	4	2	B
634			99	4	3	2	A
637			99	5	3	2	A
638			99	5	6	2	B
641			99	2	2	2	B
645			99	6	4	2	B
646			99	5	4	2	A
647	cuel	Cuel is the owner of the site	0	5	5	2	A
649	Abercrombie and fitch	The style of clothing fits to that company	0	5	5	2	A

ID	sVersion	StartTime	EndTime
587	C	5/1/2025 12:59	5/1/2025 13:08
593	C	5/1/2025 13:00	5/1/2025 13:04
594	T	5/1/2025 13:02	5/1/2025 13:16
595	C	5/1/2025 13:02	5/1/2025 13:05
602	C	5/1/2025 13:29	5/1/2025 13:36
603	T	5/1/2025 13:29	5/1/2025 13:32
609	T	5/1/2025 13:31	5/1/2025 13:35
619	T	5/1/2025 14:02	5/1/2025 14:07
620	T	5/1/2025 14:03	5/1/2025 14:50
621	T	5/1/2025 14:06	5/1/2025 14:09
622	T	5/1/2025 14:06	5/1/2025 14:11
625	C	5/1/2025 14:30	5/1/2025 14:35
628	C	5/1/2025 14:31	5/1/2025 14:34
631	C	5/1/2025 14:32	5/1/2025 14:35
632	C	5/1/2025 14:32	5/1/2025 14:37
634	C	5/1/2025 14:33	5/1/2025 14:35
637	T	5/1/2025 14:35	5/1/2025 14:40
638	T	5/1/2025 14:35	5/1/2025 14:45
641	T	5/1/2025 14:36	5/1/2025 14:42
645	C	5/1/2025 15:01	5/1/2025 15:04
646	C	5/1/2025 15:02	5/1/2025 15:06
647	C	5/1/2025 15:02	5/1/2025 15:12
649	T	5/1/2025 15:06	5/1/2025 15:11

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
651	1	1	2	CA	2		1	2						1	1	1	1
652	1	1	2	CA	1	1	1	2						1	1	1	1
657	1	2	2	TX	2		1	2						1	1	1	1
660	1	2	4	TN	1	1	1	2						1	2	1	1
663	1	2	3	NV	1	1	1	3						1	1	1	1
665	1	1	3	CA	1	1	1	1				1			1	1	1
666	1	1	4	CA	2		1	2						1	1	1	1
676	1	2	4	WI	1	1	1	3						1	1	1	1
678	1	2	3	IL	1	1	1	2						1	1	1	1
679	1	1	4	CA	1	1	1	2						1	1	1	1
681	1	2	4	TX	1	1	1	2						1	1	1	1
682	1	2	4	OH	1	1	1	2						1	1	1	1
688	1	2	4	PA	1	1	1	2						1	1	1	1
689	1	2	4	IA	2		1	2						1	1	1	1
691	1	1	4	WA	1	1	1	1						1	1	1	1
693	1	2	4	FL	2		1	2						1	1	1	1
694	1	2	4	FL	1	1	1	2						1	1	1	1
696	1	2	4	IL	1	1	1	2						1	1	1	1
697	1	1	4	PA	1	1	1	2						1	2	1	1
698	1	2	4	WI	1	1	1	2						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
651	Kule	it says at the top	0
652	A new york city new instagramesque type brand	KULE is the namebrand, but styling is very mass product clothing company	0
657	Cuel	Because it's on the top left corner and it's also on the URL on the top	0
660	I believe it is Kule	It is what the ad says	0
663	Cuel	It's clearly stated on the website link and the brand name at the top	0
665	Kule made these products.	Because you can see Kule on the website.	0
666	Old Navy	Its a sweat shirt	0
676	Gap	It has the same classic, cute styles.	0
678	Kule	The URL clearly says kule.com, and also the word "Kule" is branded on the top left of the screen.	0
679	It looks like Guess company	It reminds me of the similar design like Guess, plus, blond girl model	0
681	Cuel	It is on the upper left side of the page, and I noticed it right away.	0
682	I think it is Cuel.	The website is cuel.com and the word Cuel is in the top lefthand corner of the web page.	0
688	Cuel	That is what is listed on this site.	0
689	Don't know		98
691	Kohls	Just the styles shown have the same look and feel as Kohls's products.	0
693	Cuel	It's written in the upper left corner.	0
694	cuel	the name is clearly seen on this page	0
696	Gap	Looks like the clothing Gap sells	0
697	The 1973 company	Because it is featured in the advertising shown to me.	0
698	Cuel	The name CUEL is at the top of the webpage.	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
651	Don't know		98	3
652	Madewell, Jcrew, HM	This could be any brand that is marketed to me on social media to buy clothes	0	3
657	I'm not sure	All I see are clothing items, so I don't really know what else they sell or make	0	3
660	Don't know		98	2
663	Don't know		98	3
665	I think Oboy also made these products too.	Because OBoy also listed on the website too.	0	1
666	Don't know		98	1
676	Don't know		98	1
678	I don't think there is another brand sold here. This is one brand, Kule, and they sell clothing.	I think this is a standalone clothing brand.	0	2
679	Maybe GAP or American Eagle, or Express.	Design, style and colors remind me of all those companies.	0	3
681	Don't know		98	3
682	Don't know		98	3
688	Don't know		98	1
689	Don't know		98	1
691	Don't know		98	3
693	Don't know		98	3
694	Don't know		98	2
696	Socks and underwear	That is what Gap sells	0	3
697	Men's, women's, and children's clothing.	I examined the photos posted above.	0	2
698	Don't know		98	1

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
651			99	3
652			99	3
657			99	3
660			99	1
663			99	3
665	I think these company belongs too Gaps.	because their products look similar to Gap products and Old Navy.	0	1
666	I see it as basic clothing	There is nothing outstanding fashionable about this sweatshirt	0	2
676	Gap	They are the same preppy, classic styles.	0	2
678			99	2
679			99	2
681			99	3
682			99	3
688	AERIE	The clothes have similarities	0	3
689	I believe they are a high end retailer and this is their "affordable" line.	Just the feel of the website.	0	3
691			99	3
693			99	2
694			99	2
696			99	3
697			99	2
698	Don't know		98	2

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
651			99	3	4	2	B
652			99	6	4	2	B
657			99	2	4	2	B
660	Don't know		98	2	3	2	A
663			99	4	3	2	A
665	Gaps or Old Navy	Because they are the parents company.	0	5	5	2	B
666			99	5	4	2	A
676			99	5	4	2	B
678			99	6	7	2	A
679			99	5	3	2	B
681			99	5	4	2	A
682			99	6	4	2	B
688			99	6	6	2	A
689			99	3	3	2	A
691			99	2	3	2	A
693			99	2	5	2	B
694			99	5	3	2	B
696			99	5	4	2	A
697			99	6	9	2	A
698			99	3	3	2	A

ID	sVersion	StartTime	EndTime
651	T	5/1/2025 15:07	5/1/2025 15:10
652	T	5/1/2025 15:08	5/1/2025 15:11
657	C	5/1/2025 15:12	5/1/2025 15:15
660	T	5/1/2025 17:37	5/1/2025 17:42
663	C	5/1/2025 17:38	5/1/2025 18:12
665	T	5/1/2025 17:38	5/1/2025 17:49
666	T	5/1/2025 17:38	5/1/2025 17:43
676	T	5/1/2025 17:39	5/1/2025 17:43
678	T	5/1/2025 17:39	5/1/2025 17:44
679	C	5/1/2025 17:42	5/1/2025 18:27
681	C	5/1/2025 18:05	5/1/2025 18:09
682	C	5/1/2025 18:05	5/1/2025 18:19
688	C	5/1/2025 18:06	5/1/2025 18:10
689	C	5/1/2025 18:06	5/1/2025 18:10
691	C	5/1/2025 18:06	5/1/2025 18:13
693	C	5/1/2025 18:06	5/1/2025 18:11
694	C	5/1/2025 18:06	5/1/2025 18:11
696	C	5/1/2025 18:07	5/1/2025 18:10
697	C	5/1/2025 18:07	5/1/2025 18:10
698	C	5/1/2025 18:07	5/1/2025 18:12

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
699	1	2	3	TN	1	1	1	2						1	1	1	1
700	1	1	3	PA	2		1	1						1	1	1	1
701	1	1	3	PA	2		1	1						1	1	1	1
703	1	1	3	ID	1	1	1	1						1	1	1	1
708	1	1	3	TN	2		1	2						1	1	1	1
709	1	1	4	OK	1	1	1	1						1	1	1	1
712	1	1	4	NY	1	1	1	2						1	1	1	1
713	1	1	3	LA	1	1	1	2						1	1	1	1
716	1	1	3	VA	1	1	1	2						1	1	1	1
718	1	1	3	CA	1	1	1	1						1	1	1	1
721	1	1	3	FL	2		1	1						1	2	1	1
725	1	1	3	DE	2		1	1						1	1	1	1
726	1	1	3	CA	1	1	1	1						1	1	1	1
735	1	1	3	OH	1	1	1	1						1	2	1	1
737	1	1	3	FL	1	1	1	2						1	1	1	1
738	1	1	4	TN	1	1	1	2						1	1	1	1
745	1	1	3	OR	2		1	2						1	1	1	1
746	1	1	3	CA	2		1	1						1	1	1	1
747	1	1	3	AL	1	1	1	1						1	1	1	1
750	1	1	2	PA	2		1	1						1	1	1	1
751	1	1	2	NH	1	1	1	2						1	1	1	1
754	1	2	2	NY	1	1	1	2						1	1	1	1
757	1	2	2	CA	2		1	2						1	1	1	1
762	1	2	2	VA	1	1	1	1						1	2	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
699	cuel	It appears to be the name of the site.	0
700	cuel	based on website description	0
701	Don't know		98
703	KULE	It says at top of webpage	0
708	Kule	Kule is the web page I see	0
709	Kule	it was clearly displayed on the website and slides	0
712	Don't know		98
713	KULE	it was written in the top left corner to start the ad	0
716	Don't know		98
718	H&M, Old Navy.	They are expensive cloth, even if they are made in China.	0
721	Kule	The website address	0
725	old navy or kohls	looks like their style	0
726	kule	Well their name is on the top of the website so it would be better to assume that	0
735	I love the shirt	It's an amazing size and perfect	0
737	CUEL	the name is at the top left	0
738	kule	it is the web site	0
745	Old Navy	It looks like it's from Old Navy	0
746	old navy	have similar type material and style	0
747	Don't know		98
750	kule	its on the website	0
751	CUEL	I see that in the upper left corner and it appears to be the name of the site	0
754	This kind of looks like Madewell or a nice brand that has a fun, casual vibe.	Madewell seems to have simple and basic clothing of good quality	0
757	Cuel	Because the logo is big on the top left corner and it's one of the first things you see	0
762	KULE	It is shown on the left side.	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
699	I have no idea I'm a little confused at what is going on here.	I can't tell if the website is for one company or many companies.	0	1
700	nike	they are the leader	0	1
701	Don't know		98	1
703	I could not say so.	It is hard to notice other brand names.	0	3
708	Shoes maybe	Because it looks like a clothing store	0	2
709	Don't know		98	2
712	Don't know		98	3
713	Men, Women and Kids clothing	there are models of each of these people	0	3
716	Don't know		98	2
718	Macy, JCPenny.	They are high-level and little bit expensive cloths.	0	2
721	Don't know		98	3
725	walmart	looks like their style	0	1
726	Don't know		98	3
735	Express	It's classy and sassy	0	1
737	Don't know		98	3
738	city clothes	it was on the web site	0	1
745	Don't know		98	1
746	polo	similar styles and way it looks like it fits	0	2
747	Don't know		98	1
750	Don't know		98	3
751	Don't know		98	3
754	Don't know		98	1
757	Don't know		98	3
762	Don't know		98	2

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
699	I have no idea what other companies that are on the site. I just saw a tab that said "stores" so I figured there were more stores to shop from.	Because there's a button that says "the stores"	0	2
700	levis	they have branded jeans	0	2
701	Don't know		98	1
703			99	2
708			99	2
709			99	2
712			99	3
713			99	3
716			99	2
718			99	2
721			99	3
725	Don't know		98	3
726			99	2
735	It's for a city	It's the best	0	1
737			99	3
738	the stores the journal 1973	that is some of the ones on the site	0	3
745	Don't know		98	1
746			99	2
747	Don't know		98	2
750			99	3
751			99	1
754	Don't know		98	3
757			99	2
762			99	2

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
699			99	3	5	2	A
700			99	3	3	2	A
701	Don't know		98	2	2	2	A
703			99	3	1	2	A
708			99	2	10	2	B
709			99	5	7	2	A
712			99	3	1	2	B
713			99	6	5	2	A
716			99	6	9	2	B
718			99	6	6	2	A
721			99	5	6	2	B
725			99	3	3	2	B
726			99	5	10	2	B
735	It's so good	I love the color	0	6	7	2	A
737			99	4	3	2	B
738			99	4	5	2	A
745	A company that makes the ads	Ads cost money	0	2	2	2	B
746			99	6	5	2	B
747			99	5	4	2	A
750			99	5	4	2	A
751	Don't know		98	5	7	2	A
754			99	5	10	2	A
757			99	3	4	2	A
762			99	6	3	2	B

Appendix G: Rebuttal Survey Data Listing

ID	sVersion	StartTime	EndTime
699	C	5/1/2025 18:07	5/1/2025 18:12
700	C	5/1/2025 18:07	5/1/2025 18:13
701	C	5/1/2025 18:07	5/1/2025 18:08
703	T	5/1/2025 18:37	5/1/2025 18:42
708	T	5/1/2025 18:39	5/1/2025 18:47
709	T	5/1/2025 18:40	5/1/2025 18:43
712	T	5/1/2025 18:40	5/1/2025 18:42
713	T	5/1/2025 18:43	5/1/2025 18:49
716	T	5/1/2025 18:50	5/1/2025 18:57
718	T	5/1/2025 19:08	5/1/2025 19:19
721	T	5/1/2025 19:11	5/1/2025 19:13
725	T	5/1/2025 19:16	5/1/2025 19:20
726	T	5/1/2025 19:17	5/1/2025 19:32
735	C	5/1/2025 19:38	5/1/2025 19:41
737	C	5/1/2025 19:39	5/1/2025 19:42
738	T	5/1/2025 19:39	5/1/2025 19:50
745	C	5/1/2025 20:02	5/1/2025 20:08
746	T	5/1/2025 20:04	5/1/2025 20:43
747	T	5/1/2025 20:05	5/1/2025 20:48
750	T	5/2/2025 10:48	5/2/2025 10:50
751	C	5/2/2025 10:49	5/2/2025 10:54
754	T	5/2/2025 10:54	5/2/2025 10:58
757	C	5/2/2025 11:02	5/2/2025 11:04
762	T	5/2/2025 11:08	5/2/2025 11:12

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
763	1	2	2	NY	1	1	1	2						1	1	1	1
768	1	2	4	PA	1	1	1	1						1	1	1	1
770	1	1	4	PA	1	1	1	2						1	1	1	1
771	1	1	4	NV	1	1	1	1						1	1	1	1
774	1	2	3	CA	2		1	2						1	1	1	1
776	1	1	4	PA	2		1	2						1	1	1	1
777	1	1	4	PA	1	1	1	2						1	1	1	1
779	1	2	2	TX	2		1	1						1	1	1	1
780	1	2	3	NY	1	1	1	1						1	1	1	1
786	1	2	3	CA	2		1	2						1	1	1	1
790	1	2	2	CA	2		1	2						1	1	1	1
791	1	1	4	FL	1	1	1	2						1	1	1	1
794	1	2	3	KY	2		1	1						1	1	1	1
797	1	1	4	VA	1	1	1	2						1	1	1	1
798	1	2	4	IN	1	1	1	2						1	2	1	1
803	1	1	3	MO	2		1	1						1	1	1	1
805	1	2	4	AZ	1	1	1	2						1	1	1	1
806	1	2	3	VA	1	1	1	1						1	1	1	1
813	1	1	4	IN	1	1	1	3						1	1	1	1
817	1	2	3	CA	2		1	1						1	1	1	1
819	1	1	3	IN	1	1	1	2						1	1	1	1
821	1	2	3	MS	2		1	3						1	1	1	1
824	1	2	3	FL	1	1	1	2						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
763	Don't know		98
768	Cuel	The name is at the top.	0
770	Don't know		98
771	Don't know		98
774	cuel	that's what the brand for the website is	0
776	Kule is the brand.	That is the brand that I know about.	0
777	H&M has the city style clothing look. The style fits more teen and young adult.	The style is city look style and audience seems to be young adult and teen	0
779	i think kule makes it	because it says at the top of the website	0
780	tjmaxx	kule	0
786	Don't know		98
790	Cuel	the name of the company is on the top left corner of the website page	0
791	O boy	i saw that name in the web site at the bottom of the page.	0
794	Cuel	The logo and name is in the upper left hand corner	0
797	Cuel	Because it's clearly at the top left of the website	0
798	Cuel	Name in upper left corner	0
803	Cuel	Their name is at the top of the website	0
805	cuel	that's what it says in the upper left of the screen and I don't know any other reason it would be there.	0
806	kule	thats the name of the clothing line	0
813	KULE	see name on page	0
817	Don't know		98
819	Don't know		98
821	Don't know		98
824	Don't know		98

Appendix G: Rebrand Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
763	Don't know		98	3
768	Don't know		98	3
770	Don't know		98	3
771	Don't know		98	3
774	Don't know		98	3
776	Don't know		98	1
777	Gap	The color is simple and styles are clean	0	3
779	i dont remember what brands actually	because all i can see is kule thats it	0	2
780	kule	it says kule	0	3
786	Don't know		98	3
790	Don't know		98	2
791	I have absolutely no idea.	Don't know	0	1
794	Don't know		98	2
797	Don't know		98	3
798	Don't know		98	3
803	No idea. It looks kind of like J Crew or similar brands.	The styles seem similar to what J Crew of the gap might make.	0	3
805	just clothing	the menu at the top doesn't indicate anything different	0	3
806	Don't know		98	2
813	New York,O Boy	see name on page	0	1
817	Don't know		98	1
819	Don't know		98	3
821	Don't know		98	3
824	Don't know		98	3

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
763			99	1
768			99	3
770			99	3
771			99	2
774			99	2
776	Coach is another company that partners with Kule.	They are associated with this brand.	0	2
777			99	1
779			99	2
780			99	1
786			99	3
790			99	2
791	cuel	it is the website link and the name at the top of the page	0	3
794			99	2
797			99	3
798			99	2
803			99	3
805			99	3
806			99	2
813	a lot of good quality products	I think so	0	3
817	Don't know		98	3
819			99	2
821			99	3
824			99	3

Appendix G: Rebrand Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
763	Don't know		98	5	3	2	A
768			99	2	3	2	B
770			99	5	4	2	B
771			99	5	4	2	A
774			99	5	7	2	A
776			99	5	4	2	B
777	Crew	It has the familar styles clothing	0	5	8	2	B
779			99	2	1	2	B
780	Don't know		98	5	8	2	A
786			99	2	3	2	A
790			99	5	4	2	A
791			99	5	4	2	A
794			99	6	5	2	A
797			99	5	6	2	A
798			99	5	4	2	A
803			99	6	9	2	A
805			99	5	3	2	B
806			99	4	3	2	A
813			99	3	4	2	A
817			99	5	4	2	B
819			99	4	4	2	B
821			99	2	8	2	A
824			99	6	3	2	B

ID	sVersion	StartTime	EndTime
763	C	5/2/2025 11:14	5/2/2025 11:15
768	C	5/2/2025 17:04	5/2/2025 17:11
770	T	5/2/2025 17:04	5/2/2025 17:09
771	T	5/2/2025 17:04	5/2/2025 17:07
774	C	5/2/2025 17:05	5/2/2025 18:04
776	T	5/2/2025 17:05	5/2/2025 17:10
777	T	5/2/2025 17:05	5/2/2025 17:16
779	T	5/2/2025 17:06	5/2/2025 17:09
780	T	5/2/2025 17:06	5/2/2025 17:08
786	C	5/2/2025 17:07	5/2/2025 17:16
790	C	5/2/2025 17:08	5/2/2025 17:11
791	C	5/2/2025 17:08	5/2/2025 17:13
794	C	5/2/2025 17:09	5/2/2025 17:11
797	C	5/2/2025 17:09	5/2/2025 17:12
798	C	5/2/2025 17:10	5/2/2025 17:14
803	C	5/2/2025 17:11	5/2/2025 17:50
805	C	5/2/2025 17:13	5/2/2025 17:19
806	T	5/2/2025 17:13	5/2/2025 17:16
813	T	5/2/2025 17:38	5/2/2025 17:47
817	T	5/2/2025 17:38	5/2/2025 17:49
819	T	5/2/2025 17:39	5/2/2025 17:42
821	T	5/2/2025 17:40	5/2/2025 17:43
824	T	5/2/2025 17:41	5/2/2025 17:44

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
825	1	1	3	CA	2		1	2						1	1	1	1
829	1	1	2	NV	1	1	1	1						1	1	1	1
830	1	1	2	LA	1	1	1	2						1	1	1	1
831	1	1	3	GA	2		1	2						1	1	1	1
833	1	1	2	NV	1	1	1	1						1	1	1	1
834	1	1	3	OH	2		1	2						1	1	1	1
837	1	1	2	CA	2		1	1						1	1	1	1
840	1	1	3	TN	2		1	2						1	1	1	1
841	1	1	3	NC	2		1	2						1	1	1	1
842	1	1	3	CA	1	1	1	3						1	1	1	1
845	1	2	2	CA	1	1	1	2						1	1	1	1
850	1	2	2	VA	1	1	1	2						1	2	1	1
851	1	2	2	CA	1	1	1	2						1	2	1	1
853	1	1	2	NY	2		1	1						1	1	1	1
855	1	2	2	NJ	2		1	2						1	1	1	1
856	1	2	2	CA	1	1	1	2						1	1	1	1
859	1	1	3	LA	1	1	1	1						1	1	1	1
860	1	1	2	MI	1	1	1	3						1	1	1	1
862	1	1	4	NV	1	1	1	2						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
825	Kule.com is the company I see that makes or puts out the clothing on this site.	Well I say that because the search bar has kule.com and the KULE is in the upper left corner of the site.	0
829	Cuel	It says at the top, the website	0
830	old navy	it looks like their style	0
831	Cuel	That is the name of the website and that name is on the webpage	0
833	Kule	"Kule" is at the top left of the page	0
834	I would assume kule is the manufsturer.	They are the lead sponsor and while the categories show different clothing types it does not separate by brand	0
837	Don't know		98
840	ceul	it sys on page and in search box	0
841	CUEL	The website name and the logo in the top left corner.	0
842	Cuel	The Cuel name is at the top where I would expect	0
845	Don't know		98
850	Ceul	The top left corner says cuel	0
851	Cuel	Because that's the name I see at the top of the page.	0
853	Kule	Its on the top left corner of the page	0
855	the kule	the website	0
856	Kule	It says so	0
859	kule	Their name on the top of the website	0
860	cuel	i see the name	0
862	O Boy	O Boy name comes up in a couple places, including the O BOY BLOG link at the bottom of the page.	0

Appendix G: Rebrand Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
825	The Stores or O BOY might be other brands, but I am not familiar with them.	Those names are in the middle of the web page I see in front of me.	0	1
829	Not any	No other signs anywhere	0	2
830	probably shoes and hats	cause thats the only other clothing not shown	0	3
831	I don't know of any other brands, products, or services made by this company	I have never heard of them before and all I see are the clothes on this website	0	2
833	O BOY	It on the page towards the center	0	1
834	Side or premium branding for GAP. They usually similar marketing with retro looks.	They use retro branding and era styling	0	2
837	Don't know		98	1
840	Don't know		98	2
841	Nothing that I can think of.	All the website shows are various clothes.	0	2
842	Just clothing	The site only displays models with different clothing	0	3
845	Don't know		98	3
850	None	I don't see another brand name	0	2
851	Shorts and pants and shirts and other clothing	Because I see clothing in all the photos	0	3
853	No other company	It just looks different and its all the same product brand	0	2
855	the kule	the clothes match the estic	0	2
856	Don't know		98	3
859	Don't know		98	3
860	Don't know		98	1
862	The only other name I think it might be is "Kule" which is noted at the very top left side.	It is names at the very top left side, and is the website address.	0	3

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
825	Since the three names I'm thinking are brands of clothing and they are altogether on Kule's web page that they are affiliated.	I say that for the reasons I just explained.	0	1
829			99	2
830			99	2
831			99	2
833	Don't know		98	3
834			99	2
837	Nordstrom	I love the clothes on here	0	2
840			99	2
841			99	2
842			99	3
845			99	3
850			99	2
851			99	1
853			99	2
855			99	2
856			99	2
859			99	3
860	Don't know		98	1
862			99	3

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
825	Kule needed permission from O Boy and The stores; otherwise they could get in trouble for selling another brand without their permission. It could be that they are all affiliated brands. I don't know.	I say that because that is all I can think.	0	4	4	2	A
829			99	2	3	2	B
830			99	5	2	2	B
831			99	6	3	2	A
833			99	2	4	2	A
834			99	5	4	2	B
837			99	2	6	2	B
840			99	5	3	2	A
841			99	6	6	2	A
842			99	6	10	2	B
845			99	3	2	2	B
850			99	3	3	2	B
851	New York	Because that's what it says on the first shirt in the top picture	0	5	3	2	A
853			99	2	1	2	B
855			99	3	2	2	B
856			99	4	3	2	B
859			99	2	3	2	B
860	Don't know		98	5	2	2	A
862			99	6	4	2	B

ID	sVersion	StartTime	EndTime
825	T	5/2/2025 17:41	5/2/2025 17:52
829	C	5/2/2025 18:09	5/2/2025 18:11
830	C	5/2/2025 18:15	5/2/2025 18:20
831	C	5/2/2025 18:21	5/2/2025 18:25
833	T	5/2/2025 18:23	5/2/2025 18:33
834	T	5/2/2025 18:24	5/2/2025 18:30
837	T	5/2/2025 18:27	5/2/2025 18:29
840	C	5/2/2025 18:46	5/2/2025 18:51
841	C	5/2/2025 18:56	5/2/2025 19:02
842	C	5/2/2025 18:58	5/2/2025 19:13
845	C	5/2/2025 19:06	5/2/2025 19:09
850	C	5/2/2025 19:08	5/2/2025 19:12
851	C	5/2/2025 19:08	5/2/2025 19:32
853	T	5/2/2025 19:09	5/2/2025 19:15
855	T	5/2/2025 19:10	5/2/2025 19:14
856	T	5/2/2025 19:11	5/2/2025 19:12
859	T	5/3/2025 10:18	5/3/2025 10:21
860	C	5/3/2025 10:19	5/3/2025 10:26
862	T	5/3/2025 10:19	5/3/2025 10:23

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
864	1	2	4	PA	2		1	2						1	1	1	1
869	1	2	4	NY	2		1	2						1	1	1	1
884	1	1	3	TX	1	1	1	1						1	1	1	1
889	1	1	2	WA	1	1	1	3						1	1	1	1
890	1	1	2	MD	2		1	1						1	1	1	1
894	1	1	3	FL	2		1	2						1	1	1	1
899	1	2	3	NJ	2		1	1						1	1	1	1
902	1	1	4	FL	2		1	1						1	1	1	1
906	1	2	3	TX	1	1	1	3						1	1	1	1
908	1	2	2	IA	2		1	2						1	1	1	1
909	1	1	2	AL	2		1	2						1	1	1	1
912	1	1	2	MD	1	1	1	1						1	1	1	1
913	1	2	4	IL	1	1	1	2						1	1	1	1
915	1	2	4	NY	1	1	1	2						1	1	1	1
919	1	2	4	MO	1	1	1	2						1	1	1	1
921	1	2	4	NY	2		1	1						1	2	1	1
924	1	2	4	PA	1	1	1	2						1	1	1	1
925	1	1	4	MN	1	1	1	1						1	1	1	1
926	1	2	3	CO	2		1	2						1	1	1	1
927	1	2	4	SC	1	1	1	2						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
864	Kule	because it is located on top of web page	0
869	Cuel	the website is cuel.com	0
884	it was cuel	because of good quality	0
889	Don't know		98
890	Kule	Located in top left hand corner. Without the name in the corner, would have guessed Old Navy or GAP	0
894	Kule	that is the name of the website	0
899	Cuel	because of the website name and name at the top of the page	0
902	cuel	the name is on the page	0
906	CUEL	It is list on the top of the page.	0
908	Kule is the company	It said "Kule" at the top of the page.	0
909	Kule	the name at the top	0
912	ole boy	it says it ither old boy or kule top left corner	0
913	H&M	The clothing variety looks like clothes that I have previously seen at H&M. Also, I associate H&M with New York City.	0
915	Cuel	Because that's the name of the website and I assume the name of the store.	0
919	Cuel	The name at the top left of the page	0
921	Don't know		98
924	cuel	thats the name advitised	0
925	CUEL is the manufacture.	It is at the top of the web page.	0
926	Cuel	That's the name at the top of the page	0
927	kohl's	The clothing is very casual and similar to what I have seen in Kohl's	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
864	womens,mens and childrens apparel	because as you scroll down the page it shows these sections	0	1
869	Don't know		98	3
884	it is nike	because they have good quality	0	1
889	Don't know		98	1
890	Old Navy, GAP	Clothing similar to adds I have seen on TV and in person at these stores.	0	1
894	J Crew or the GAP?	it has that preppy kind of look	0	3
899	Don't know		98	3
902	i dont know	i do not know any other brands	0	3
906	Don't know		98	2
908	No other brands	The top of the page only says: Kule	0	2
909	none	I can't think of any	0	2
912	ol boy	it says some of those names on the website im guessing	0	1
913	Don't know		98	3
915	They have a blog	I believe I saw it listed	0	3
919	I don't think other brands, but men's and children's clothing as well as women's	The choices at the top are all women's clothes, but at the bottom there are two boxes, one with children's and one with men's	0	3
921	Various brands	My opinion	0	3
924	Don't know		98	1
925	Nothing at this time.	There is nothing else I see.	0	2
926	O Boy	It's also a brand name listed on this page	0	1
927	I think the other brands might be J. Crew, Lands End, or H&M	The clothes look familiar	0	1

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
864	Don't know		98	3
869			99	1
884	it is Adidas	because of good quality	0	1
889	Don't know		98	1
890	Old Navy or GAP	Clothing style is very similar and marketing/pictures are similar.	0	1
894			99	3
899			99	3
902			99	2
906			99	3
908			99	2
909			99	2
912	ol boy and kule	it says it on some of the pictures shown	0	1
913			99	3
915			99	3
919			99	3
921			99	2
924	Don't know		98	1
925			99	1
926	none	I don't see any other names that look like they might be a brand name	0	1
927	I think they supply clothing stores like Belk and Kohl's	Their clothes look similar	0	1

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
864			99	5	4	2	B
869	Don't know		98	5	6	2	B
884	it is nike	because of good quality	0	6	6	2	B
889	Don't know		98	4	7	2	B
890	Old Navy/GAP	Clothing/marketing/ads are very similar	0	5	9	2	B
894			99	5	4	2	A
899			99	6	10	2	B
902			99	5	4	2	B
906			99	5	3	2	B
908			99	5	3	2	A
909			99	5	3	2	A
912	its part of doing bussinees i assume	its the way bussiness is done correct ?	0	3	4	2	B
913			99	5	3	2	B
915			99	6	5	2	B
919			99	4	4	2	B
921			99	5	4	2	A
924	Don't know		98	3	4	2	B
925	Not sure at this time witch one.	It is what I see on the web site.	0	4	5	2	B
926	No i don't see anything that makes me think it's a brand name	there are no other brand names on this page	0	6	9	2	A
927	Don't know		98	2	2	2	A

ID	sVersion	StartTime	EndTime
864	T	5/3/2025 10:19	5/3/2025 10:25
869	C	5/3/2025 10:19	5/3/2025 10:25
884	C	5/3/2025 10:47	5/3/2025 10:55
889	C	5/3/2025 10:57	5/3/2025 11:07
890	T	5/3/2025 10:57	5/3/2025 11:02
894	T	5/3/2025 11:33	5/3/2025 11:36
899	C	5/3/2025 12:11	5/3/2025 12:19
902	C	5/3/2025 12:11	5/3/2025 12:21
906	C	5/3/2025 12:12	5/3/2025 12:17
908	T	5/3/2025 12:24	5/3/2025 12:28
909	T	5/3/2025 12:40	5/3/2025 13:38
912	T	5/3/2025 13:37	5/3/2025 13:41
913	C	5/4/2025 9:25	5/4/2025 9:29
915	C	5/4/2025 9:25	5/4/2025 9:29
919	C	5/4/2025 9:25	5/4/2025 9:30
921	C	5/4/2025 9:25	5/4/2025 9:30
924	C	5/4/2025 9:25	5/4/2025 9:28
925	C	5/4/2025 9:25	5/4/2025 9:31
926	C	5/4/2025 9:25	5/4/2025 9:30
927	C	5/4/2025 9:25	5/4/2025 9:32

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
928	1	2	4	IL	1	1	1	1						1	1	1	1
931	1	2	4	PA	1	1	1	2						1	2	1	1
933	1	2	3	TN	1	1	1	2						1	1	1	1
936	1	1	3	NY	1	1	1	1						1	1	1	1
938	1	1	3	AZ	2		1	3						1	2	1	1
941	1	2	2	CA	1	1	1	2						1	1	1	1
942	1	1	2	NM	2		1	1						1	1	1	1
945	1	2	2	FL	2		1	1						1	1	1	1
947	1	2	2	NC	1	1	1	1						1	1	1	1
950	1	2	2	MD	2		1	2						1	1	1	1
952	1	1	2	CA	1	1	1	2						1	1	1	1
955	1	1	2	GA	2		1	2						1	1	1	1
956	1	1	3	FL	2		1	2						1	1	1	1
957	1	1	3	NC	1	1	1	3						1	1	1	1
959	1	1	3	TN	2		1	2						1	1	1	1
960	1	1	4	OK	2		1	2						1	1	1	1
961	1	1	3	PA	1	1	1	2						1	2	1	1
962	1	2	4	FL	1	1	1	2						1	1	1	1
964	1	1	2	CA	2		1	1						1	1	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
928	Cuel based on the name	The name is at the top left of the page	0
931	Cuel	It was listed at the very top of the page	0
933	Kule	ITs the name of the site	0
936	Cuel	its on the title of the website	0
938	Kind of looks like Old navy	I know the brand is fuel but it's giving old navy vibes, they carry the same style of stuff	0
941	Don't know		98
942	Kule	Because that's the name of the site	0
945	KULE	based on the website name and label	0
947	kule	it says kule and kule.com	0
950	Kule	The name Kule is listed at the top	0
952	Don't know		98
955	Kule	The logo of the company appears to be on the top left of the page.	0
956	City Living	Because it was advertised on one of the screens, but looks like it may be Kule based on this screen.	0
957	KULE Clothing company.	Because i can see the name and advertisement.	0
959	I feel like this company put out clothing based on what they are showing me in the pictures here	Its all about clothing and their current line up of clothing	0
960	The top of the page displays the name KULE, so I believe that is the answer.	The top of the page shows that name and that is the only name presented.	0
961	Old navy	Looks like the style	0
962	Don't know		98
964	Kule	It is inscribed on the display	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
928	This looks like Gap/Old Navy styles	This is something I have seen from them previous. Casual and fun	0	1
931	Don't know		98	1
933	Don't know		98	3
936	1973	its the name on the page	0	1
938	Don't know		98	3
941	Don't know		98	3
942	Don't know		98	3
945	clothing and accessories	based on the pictures and product menus	0	2
947	Don't know		98	3
950	Gap, Old Navy	The clothing style matches the style of clothes I see at Old Navy and Gap	0	1
952	Kule	Because it says it at the top of the web page.	0	3
955	It appears to come from their brand. No clear signs of being a retail business. They look like a clothing brand with their own collection.	It appears to be photos wearing apparel from the company.	0	1
956	Don't know		98	1
957	I associate KULE mainly with stylish, high-quality striped clothing, but I'm not aware of any other brands, products, or services made by the same company. It seems focused specifically on fashion.	Because KULE focuses only on fashion and doesn't promote other products or services beyond clothing and accessories.	0	3
959	I don't think this brand has anything else that they sale	Its just a company that sells clothing	0	2
960	Don't know		98	1
961	Not sure	All they make is clothes	0	1
962	Kule Nike	Porque lo vi en la imagen	0	2
964	Don't know		98	1

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
928	As I said probably the Gap/Old Navy/Banana republic	The clothing style is similar	0	3
931	Don't know		98	1
933			99	3
936	Don't know		98	1
938			99	3
941			99	3
942			99	2
945			99	2
947			99	3
950	Old Navy/Gap	The clothes on this site look very similar to the clothing style of Old Navy and Gap	0	1
952			99	3
955	Don't know		98	2
956	Don't know		98	1
957			99	3
959			99	2
960	Don't know		98	1
961	I don't know	Not sure	0	3
962			99	2
964	Don't know		98	1

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
928			99	6	9	2	A
931	Don't know		98	2	2	2	B
933			99	3	5	2	B
936	Don't know		98	3	3	2	A
938			99	3	5	2	A
941			99	5	1	2	B
942			99	3	2	2	A
945			99	5	7	2	A
947			99	6	5	2	A
950	Old Navy/Gap	Again, similar clothing styles	0	5	4	2	B
952			99	5	3	2	B
955			99	2	2	2	A
956	Don't know		98	4	5	2	A
957			99	5	6	2	A
959			99	4	3	2	B
960	Don't know		98	5	2	2	A
961			99	4	3	2	B
962			99	6	2	2	B
964	Don't know		98	5	4	2	A

ID	sVersion	StartTime	EndTime
928	C	5/4/2025 9:25	5/4/2025 9:30
931	C	5/4/2025 9:25	5/4/2025 9:30
933	T	5/4/2025 9:25	5/4/2025 9:34
936	C	5/4/2025 9:25	5/4/2025 9:29
938	C	5/4/2025 9:26	5/4/2025 9:35
941	T	5/4/2025 9:59	5/4/2025 10:03
942	T	5/4/2025 10:01	5/4/2025 10:08
945	T	5/4/2025 10:18	5/4/2025 10:22
947	T	5/4/2025 10:34	5/4/2025 10:36
950	T	5/4/2025 10:53	5/4/2025 10:56
952	T	5/4/2025 11:00	5/4/2025 11:02
955	T	5/4/2025 11:32	5/4/2025 11:38
956	T	5/5/2025 13:08	5/5/2025 13:13
957	T	5/5/2025 13:09	5/5/2025 13:20
959	T	5/5/2025 13:37	5/5/2025 13:40
960	T	5/5/2025 16:54	5/5/2025 17:10
961	T	5/5/2025 16:54	5/5/2025 16:58
962	T	5/5/2025 16:54	5/5/2025 16:59
964	T	5/5/2025 16:54	5/5/2025 17:34

Appendix G: Rebuttal Survey Data Listing

ID	QS1	QS2	QS3	QS4	QS5	QS6	QS7	QS8	QS9_1	QS9_2	QS9_3	QS9_4	QS9_5	QS9_6	QS10	QS11	QV1
965	1	1	4	CA	2		1	2						1	1	1	1
968	1	1	4	NY	1	1	1	2						1	2	1	1
972	1	2	2	GA	2		1	3						1	1	1	1
974	1	2	2	CA	2		1	2						1	1	1	1
975	1	1	4	RI	2		1	2						1	1	1	1
977	1	2	4	IN	1	1	1	2						1	1	1	1
982	1	2	3	WI	2		1	2						1	1	1	1
984	1	2	3	NY	1	1	1	1						1	1	1	1
985	1	1	3	CA	1	1	1	2						1	2	1	1
987	1	2	4	NJ	2		1	2						1	2	1	1
988	1	2	4	PA	1	1	1	2						1	1	1	1
989	1	1	3	IN	2		1	2						1	1	1	1
993	1	2	4	MN	1	1	1	2						1	1	1	1
995	1	2	3	WA	2		1	3						1	2	1	1

Appendix G: Rebuttal Survey Data Listing

ID	Q1	Q2	Q1/Q2 Code
965	kule	it says on the top of the website	0
968	Don't know		98
972	Cuel	The brand CUEL is listed right at the top of the webpage	0
974	The company looks like CUEL, like stated at the top of the webpage.	The website is titles cuel.com	0
975	kule	the website says so	0
977	KULE?	two names on the pages but the top shows KULE	0
982	Looks like the Gap	Because of the style of clothing	0
984	CUEL	That is the name listed at the top of the webpage	0
985	1987	It says so	0
987	Don't know		98
988	CUEL	It is the name on the top of the page	0
989	Kule	It was the site.	0
993	Kule	It's shown at the top left	0
995	Kule	I see the name at the top	0

Appendix G: Rebuttal Survey Data Listing

ID	Q3	Q4	Q3/Q4 Code	Q5
965	that is not clear. only Kule	i only saw one brand name and that's Kule	0	1
968	Don't know		98	2
972	I don't see any other brands. There might be CUEL brands, but that's all I see.	It's the only brand looking name on the page. It certainly isn't "New York" or "Oh Boy"	0	3
974	O Boy	It is right next to the picture that says "The Stores"	0	2
975	shirts, pants	most clothing websites make pants, shirts	0	1
977	Don't know		98	3
982	Old Navy	Because I am pretty sure that the gap owns old navy.	0	1
984	Don't know		98	2
985	Kids clothes	I saw it on the page	0	2
987	Don't know		98	3
988	Don't know		98	3
989	I don't know	I dont know.	0	3
993	Don't know		98	3
995	Don't know		98	3

Appendix G: Rebuttal Survey Data Listing

ID	Q6	Q7	Q6/Q7 Code	Q8
965	i am puzzled by this question that no other brand names are present within the webpage	this is a relatively simple webpage and i do not see any other brand names	0	1
968			99	2
972			99	2
974			99	2
975	Don't know		98	1
977			99	3
982	Still old navy.	because they are at least a part of the same parent company?	0	2
984			99	2
985			99	2
987			99	3
988			99	2
989			99	3
993			99	3
995			99	3

Appendix G: Rebuttal Survey Data Listing

ID	Q9	Q10	Q9/Q10 Code	QP1	QP2	QP3	Q5Order
965	there's no other brand names	these questions are beginning to sound like you are trying to test my patience?	0	6	9	2	A
968			99	4	5	2	A
972			99	5	2	2	B
974			99	3	3	2	A
975	Don't know		98	4	2	2	A
977			99	5	6	2	B
982			99	4	3	2	A
984			99	5	6	2	A
985			99	2	3	2	A
987			99	5	4	2	B
988			99	5	2	2	A
989			99	6	4	2	B
993			99	5	2	2	B
995			99	6	7	2	B

ID	sVersion	StartTime	EndTime
965	T	5/5/2025 16:55	5/5/2025 17:09
968	C	5/6/2025 16:56	5/6/2025 17:02
972	C	5/6/2025 16:58	5/6/2025 17:04
974	C	5/6/2025 18:56	5/6/2025 19:00
975	T	5/7/2025 16:35	5/7/2025 16:40
977	T	5/7/2025 16:35	5/7/2025 16:39
982	C	5/7/2025 16:40	5/7/2025 16:43
984	C	5/7/2025 16:43	5/7/2025 16:46
985	T	5/7/2025 17:00	5/7/2025 17:02
987	C	5/8/2025 12:09	5/8/2025 12:11
988	C	5/8/2025 12:09	5/8/2025 12:13
989	T	5/8/2025 12:09	5/8/2025 12:15
993	T	5/8/2025 12:13	5/8/2025 12:16
995	T	5/8/2025 12:14	5/8/2025 12:16

Appendix H: Google Search Results

“Kule striped shirt” Google query (cache cleared, incognito browser)

X
Voice Search
Search

[All](#)
[Shopping](#)
[Images](#)
[Short videos](#)
[Forums](#)
[Videos](#)
[News](#)
[More](#)
Tools

Refine results
 Department
☐ Women's
☐ Men's
 Color
☒ Blue
☐ Pink
☐ Black
☐ White
[See more](#)
 Style
☐ T-shirt
☐ Polo Shirt
☐ Tank Top
☐ Dress Shirt
[See more](#)
 Sleeve Style
 Fastening Style
 Material
 Stores
 Size Type
 Features
 Category

Sponsored

The Modern Long - Black/Cream Long...
\$118.00
 Kule
Get it by 5/29

The Modern Long - White/Royal Blue...
\$118.00
 Kule
Get it by 5/29

The Boyfriend - Cream/Navy Long...
\$148.00
 Kule
Get it by 5/29

The Boyfriend - White/True...
\$148.00
 Kule
Get it by 5/29

The Modern Long - Poppy/Cream Lon...
\$118.00
 Kule
Get it by 5/29

The Modern - Cream/Navy Short...
\$98.00
 Kule
Get it by 5/29

Sponsored

https://www.kule.com/

Shop Kule Striped Shirt

The Home of the Perfect Stripe — Bold, Happy Pieces. Classic Silhouettes with the Finest Materials and a Fun Modern Twist.

- Iconic KULE Stripes
- Shop the KULE Official Site
- KULE Best Sellers
- Women's New Arrivals
- Shop KULE Clothing

K KULE
https://www.kule.com/collections/stripped-tees

Striped Tees

The Modern, Cream Multistripe, \$ 88 · The Brentwood - Pink/White, The Brentwood, Pink/White, \$ 88 · The Lexie - Cream Multistripe - The Lexie.
Free delivery over \$150 · Free 30-day returns

K KULE
https://www.kule.com/

KULE - Home of the Perfect Stripe Shirt

KULE is a fashion brand making classic clothes with a happy wink. Designed by CFDA member Nikki Kule, the brand launched as a childrenswear brand in 2001, ...

[Striped Tees](#)
[Shop](#)
[The Story](#)
[Sale](#)

Popular products

Kule The Modern Tee
\$98.00
 K. Kule
 Free delivery on \$15...
 4.9 ★★★★★ (8)

KULE Modern Multistripe T-Shirt
\$98.00
 K. Kule
 Free delivery on \$15...

KULE Women's Modern Long...
\$98.00
 Shopop & more
 Get it by Thu (Free)
 4.6 ★★★★★ (33)


KULE Modern Long Pinstripe T...
\$118.00
 K. Kule
 Free delivery on \$15...


Kule The Modern Long...
\$118.00
 K. Kule
 Free delivery on \$15...
 4.6 ★★★★★ (33)


Madewell Unisex My Body Striped...
\$29.99 67% off
 Madewell

KULE The Brentwood Tee
\$98.00
 K. Kule & more
 Free delivery on \$15...


Kule Baja Tee
\$98.00
 Shopop & more
 Get it by Thu (Free)

<https://www.shopbop.com/kule>


KULE
Shop KULE at Shopbop. Explore the latest designer styles and enjoy free shipping and returns.
4.9  store rating (22) · Free delivery · 30-day returns




Images




The Modern - Cream/Navy striped shirt
K KULE




I'm Blown Away By Kule Clothi...
The Mom Edit




KULE long sleeve striped shi...
eBay



A KULE Review - We Adore St...
Denim is the New Black



The Boyfriend - Navy/Cream ...
K KULE



A KULE Review - We Adore St...
Denim is the New Black

Show more images

Sponsored

People also consider :

Kule Sweatpants


Kule CASHMERE

Kule Tees


Kule Dress

Kule Cardigan

KULE warehouse sale


<https://www.kule.com/collections/modern-tee-shop>

MODERN TEE SHOP




Striped Tees · Solid Tees · Graphic Tees · All Tees · Sale · KULE x 0 · New · Best Sellers · Shop · New Arrivals · Tees · Sweaters · All Sweaters · Cotton ...


More products :




KULE Women's Lexie Cropped...
\$148.00
K Kule & more
Free delivery on \$15...




LOW PRICE
KULE Spaghetti Tank
\$52.50 Usually \$60
Amazon





50% OFF
KULE Long Sleeve Striped Shirt
\$59.00 \$118
Poshmark




15% OFF
KULE Striped Tre
\$75.00 Pre-owned
Poshmark




Kule The Tatum Sweater
\$258.00
K Kule & more
Get it by May 29 (Fri...) 5.0  (1)



Kule Women's The Fjord Royal/White
\$258.00
K Kule & more
Get it by May 29 (Fri...)



KULE The Jo Tube Top
\$188.00
Shopbop & more
Get it by Thu (Free)



56% OFF
KULE Striped Button Down
\$65.00 Pre-owned
Poshmark

People also ask :



Where is the brand KULE from?

Why does Pat Metheny wear striped shirts?

Where is KULE from?

What are the striped shirts called?









Feedback


 <https://www.ebay.com> > Women's Clothing > Tops > 

KULE long sleeve striped shirt- THE BOYFRIEND XS


KULE Brand new shirt, with packaging \$118 in stores, sold out on their website Picture shows a medium 100% Cotton Midweight Long Sleeve Drop Shoulder ...
In stock - \$10 delivery


More products :

 Kule Women's The Modern... \$88.00 \$98.00 K Kule & more Free delivery on \$15...	 KULE Tank \$88.00 K Kule Free delivery on \$15...	 KULE The Venice Top \$115.00 K Kule Free delivery on \$15... 5.0 ★★★★★ (1)	 Kule The Fisher Sailor Tee \$128.00 K Kule & more Free delivery on \$15...
 KULE The Brentwood \$98.00 K Kule & more Free delivery on \$15...	 KULE Tops Striped Crew Neck T-Shirt \$68.00 \$85 K The RealReal	 KULE Lexie Multistripe \$148.00 K Kule Free delivery on \$15...	 KULE Pinstripe Tee Dress \$178.00 K Kule & more Get it by May 29 (Fri...


K KULE
<https://www.kule.com> > collections > womens > 

WOMENS



The All Over Striped Duffel Bag, Royal Blue/Canvas Mini Stripe, \$248 - The Cosmetic Set - Royal Blue/Canvas - The Cosmetic Set, Royal Blue/Canvas, \$198 ...
Free delivery over \$150 - Free 30-day returns


K KULE
<https://www.kule.com> > collections > sale > 


Sale


Striped Tees - Solid Tees - Graphic Tees - All Tees - Sale - KULE x 0 - New - Best Sellers - Shop - New Arrivals - Tees - Sweaters - All Sweaters - Cotton ...
Free delivery over \$150 - Free 30-day returns - Items up to 55% off


People also buy from

 **Rent the Runway**
Striped Vivienne Shirt - KULE - More in Final Sale - Vanessa BrunoPamina Abstract Blouse - Love, Whit by Whitney PortSand Stone Peasant Top - SIMONMILLERNow ...
4.1 ★ store rating (120)


 **Poole Shop**
SKU: S25-SWS80257 Natural choice for a casual vibe. Pullover Sweatshirt Matching set Crew-neckline Slightly oversized Raglan-long sleeve Crafted in ...

 **Chou Chou**
Perfect for year-round wear the Modern tee is great to layer or wear alone. 100% Portuguese Cotton. Relaxed neck. Straight cut. Hits at the hip.





More options ▾

K KULE
<https://www.kule.com> > collections > 

KULE X PRINKSHOP


KULE has collaborated with prinkshop to produce commemorative 1973 tees, sweatshirts, and accessories, honoring the landmark Roe v. Wade decision.
Free delivery over \$150 - Free 30-day returns

More products :

 44% OFF		 25% OFF	 55% OFF
--	---	--	--

KULE Classic 3/4 Length Sleeved...

\$58.00

\$105

Poshmark

Modern Long Sleeve Stripe Tee

\$98.00

Cabana Canary

4.6 ★★★★★ (33)

KULE Crewneck Long-Sleeve...

\$73.00

\$98


ModeSens

KULE Womens Striped Top Tee

\$39.00

Pre-owned Poshmark


15% OFF



KULE Striped Tshirt

\$85.00

Pre-owned Poshmark




KULE Silk Jada Top

\$348.00

K. Kule

Get it by May 29 (Fri...


60% OFF



KULE Striped Long Sleeve Shirt

\$20.00

Pre-owned Poshmark



KULE x Bergdorf Goodman Striped...

\$150.00

Poshmark


Bloomingdale's

<https://www.bloomingdales.com>

Women > Tops & Tees

Kule Tops for Women

... The Brentwood Striped Tee - Kule. The Brentwood Striped Tee. \$88.00. Woman Owned and/or Founded. GIFT CARD OFFER. 4.6 ★ store rating (25) - Free delivery - 30-day returns



Sponsored

KULE

<https://www.kule.com>

Shop Kule Striped Shirt - Shop KULE Clothing

Bold, Happy Pieces. Classic Silhouettes with the Finest Materials and a Fun Modern Twist. Classics with a Twist. Shop KULE and Enjoy Free Shipping on Orders Over \$150. Shop Now. Free Shipping Over \$150. Styles: Tees...

Iconic KULE Stripes - Basics from Cotton to Cashmere - Shop the KULE Official Site

People also search for

Kule striped shirt women's

Q

KULE warehouse sale

Q

Kule striped shirt sale

Q

Men kule striped shirt

Q

Kule sale

Q

Kule striped shirt review

Q

Kule men's

Q

Nikki Kule

Q

Goooooooooogle

>

1 2 3 4 5 6 7 8 9 10

Next

● Everett, Massachusetts - From your IP address - Update location

Help

Send feedback

Privacy

Terms

H-4

“Kule sweater” Google query (cache cleared, incognito browser)

Google search results for "Kule sweater". The page displays various sponsored and organic search results, including product listings for Kule sweaters and cardigans, along with filters for color, department, and neckline.

Refine results

- Department: ☐ Women's ☐ Men's ☐ Kids
- Color: ☒ Black ☐ Pink ☐ Blue ☐ Gray [See more](#)
- Neckline: ☐ V-neck ☐ Round Neck ☐ Collared ☐ Turtleneck [See more](#)
- Category: [Women's New Arrivals](#)
- Material: [KULE Best Sellers](#)
- Pattern: [Wear KULE, Be Happy](#)
- Fastening Style: [Iconic KULE Stripes](#)
- Sleeve Style: [Something KULE for Everyone](#)
- Stores: [KULE](#)
- Style: [KULE](#)

Sponsored

- [The Tatum - Heather Blue/Navy Ministri...](#) \$258.00 Kule [Free by 5/29](#)
- [The Matey - Cream/True...](#) \$298.00 Kule [Free by 5/29](#)
- [The Sinclair - Camel Cashmere Cardiga...](#) \$428.00 Kule [Free by 5/29](#)
- [The Tatum - Sand/White...](#) \$258.00 Kule [Free by 5/29](#)
- [The Tatum - Poppy Sweater by KULE \[...\]](#) \$258.00 Kule
- [The Tatum - Cream/Royal Blue...](#) \$258.00 Kule

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Popular products

- [KULE The Matey Sweater](#) \$119.20 [Amazon.co., & more](#) [Free delivery](#) 4.0 [★★★★★](#) (1)
- [KULE Oversized Love Crew Neck...](#) \$109.95 \$168 [Anthropologie](#) 1.0 [★☆☆☆☆](#) (1)
- [KULE The Farley Sweater](#) \$198.00 [K. Kule](#) [Get it by May 29 \(Free\)](#)
- [KULE Belinda Cardigan Sweater](#) \$107.40 \$129 [Amazon.co., & more](#) [Free delivery](#)
- [Kule The Terry Bay Cardigan](#) \$168.00 [Shopbop & more](#) [Get it by Thu \(Free\)](#)
- [Kule The Tatum Sweater](#) \$258.00 [K. Kule & more](#) [Get it by May 29 \(Free\)](#) 5.0 [★★★★★](#) (1)
- [Kule The New York Crewneck Sweater](#) \$214.00 \$428 [K. Kule](#) [Get it by May 29 \(Free\)](#)
- [KULE The Beale Sweater](#) \$328.00 [4Sisters1CL., & more](#)
- [KULE Cleo Cashmere Sweater](#) \$132.00 \$328 [K. Kule](#) [Free delivery on \\$150+](#)
- [KULE The Matey Cream/Black](#) \$209.00 \$298 [R. REVOLVE & more](#) [Get it by Wed \(Free\)](#) 4.0 [★★★★★](#) (1)

More products

- [Shopbop](#) [https://www.shopbop.com/KULE/Clothing](#)
- [KULE Sweaters / Knits](#)
- [Shop KULE Sweaters / Knits at Shopbop. Explore the latest designer styles and enjoy free shipping and returns.](#)
- [4.9](#) [store rating \(23\)](#) [\\$32 to \\$358](#) [Free delivery](#) [30-day returns](#) [Items up to 80% off](#)

People also ask

- Where is the brand Kule from?
- Does Kule run small?
- Why do Americans call it a sweater?
- Is a pullover a sweater or jacket?

Feedback

Bloomingdale's
<https://www.bloomingdales.com/Women/Sweaters> !

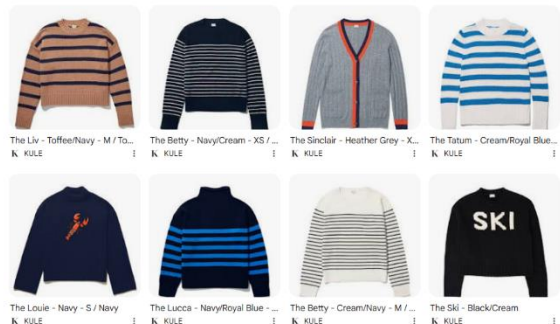
Kule Sweaters for Women

Discover our sweaters & cardigans in cashmere, oversized & cable-knit styles at Bloomingdale's.

Free shipping and returns available, or buy online and pick up in store.

4.6 ★ store rating (65) • \$134 to \$298 • Free delivery • 30-day returns

Images



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<https://www.kule.com/collections/sale-sweaters>

SALE SWEATERS

The Hudson, Toffee. \$249 \$498 · The Edith - Cream/Toffee · The Edith, Cream/Toffee. \$209 \$348 ·
 The Van - Cream · The Van, Cream. \$116 \$288 ...

\$116 to \$370 · Free delivery over \$150 · Free 30-day returns · Items up to 55% off

K KULE
<https://www.kule.com/collections/cashmere>

Cashmere Shop

Cotton Sweater Shop · Sweaters · Sweaters Submenu · New Sweaters · Cashmere · Cotton · Cardigans · All Sweaters · Tees · Tees Submenu · New Tees · The Best White ...

\$328 to \$428 · Free delivery over \$150 · Free 30-day returns

K KULE
<https://www.kule.com/collections/a9h24d2t8ipeds...>

STRIPED SWEATERS

The Raffa. Cream/Navy. \$ 358 - The Betty - Cream/Navy. 100% CASHMERE. The Betty. Cream/Navy. \$ 328 - The Raffa - Navy/Cream - The Raffa. Navy/Cream. \$ 358 ...

\$215 to \$398 - Free delivery over \$150 - Free 30-day returns

K KULE
<https://www.kule.com/collections/cardigans>

Cardigans

The Cotton Raffa, Cream. \$328. 20% off with code: SWEATER20 - The Clove - Hazelnut/Cream -
 The Clove: Hazelnut/Cream. \$258. 20% off with code: SWEATER20 ...
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KULE

<https://www.kule.com/collections/sale>

Sale

Cotton Sweater Shop

Sweaters

Sweaters Submenu

New Sweaters

Cashmere

Cotton

Cardigans

All Sweaters

Tees

Tees Submenu

New Tees

The Best White ...

\$44 to \$269

Free delivery over \$150

Free 30-day returns

Items up to 55% off



The RealReal
https://www.therealreal.com/kule/designer_sweaters

Kule Sweaters

Shop Kule Sweaters authenticated by experts at up to 90% off. The RealReal is the world's #1 luxury consignment online marketplace.

4.0 ★ [store rating \(36K\)](#) - \$68 to \$105 - \$14.95 delivery - 14-day returns

People also buy from

Nuuly
KULE - Oversized Big Apple Sweatshirt - Bagel Long Sleeve Tee - Palm Tree Spaghetti Tank Top - Oy Vey Graphic Tee - Cashmere Takeout Sweater - The Tina Buttondown.

G. Goop

Product Details. This coastal-chic crochet top has a boxy cut, elongated short sleeves, and a wide polo collar with a split V-neck. In neat stripes of navy and ...


4.5 store rating



 Rent the Runway
Rent The Evelyn Sweater by KULE only at Rent the Runway.
4.1  store rating (120)

More options ▾

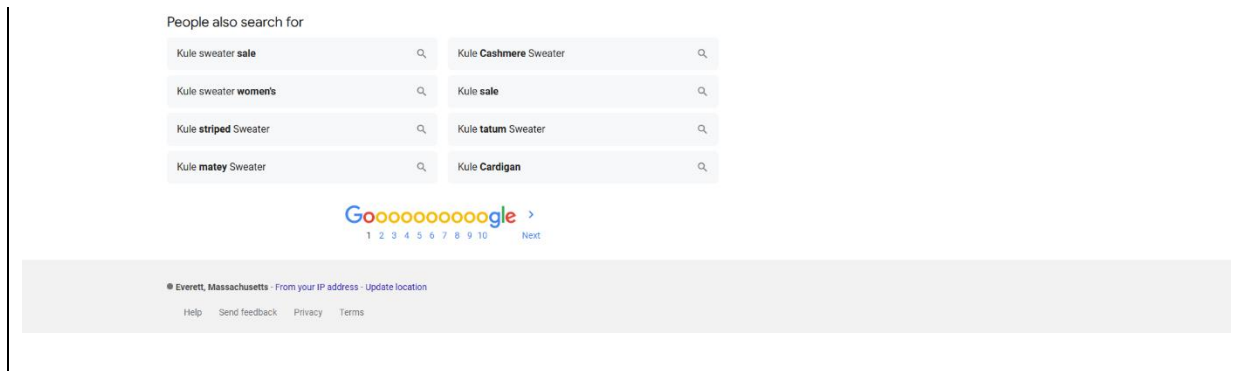
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Women's New Arrivals · KULE Best Sellers · Wear KULE, Be Happy · Iconic KULE Stripes



“men’s Kule socks” Google query (cache cleared, incognito browser)

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men's Kule socks

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Crew

Black

On sale

White

Ankle

Nearby

Athletic

1 pair

Gray

Blue

4 pairs

3 pairs

6 pairs

Style

☐ Crew

☐ Ankle

☐ No Show

☐ Knee

Color

☒ Black

☐ White

☐ Gray

☐ Blue

See more

Features

☐ Athletic

☐ With Cushioning

☐ Moisture Wicking

☐ Multipack

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The Men's 1973 Sock - White by KULE | OS
\$38.00
Kule
Get it by 5/29
Free 30-day returns
White

Men's Vintage Stripes Half Calf Sock 4 Pack - Mixed
\$53.20
Bombras
★★★★★ (254)
Get it by 6/2
Mixed White - Crew - 4 pairs

TENNIS SOCKS IN ORGANIC COTTON - Black Stripes
\$34.00
65% Danish Endurance
★★★★★ (36)
Get it by 5/27
Black Stripes | Green/Yellow Stripes |

TENNIS SOCKS IN ORGANIC COTTON - Offwhite/Dark Green
\$23.00
65% Danish Endurance
★★★★★ (36)
Get it by 5/27
Offwhite/Dark Green | Offwhite/Navy |

FALKE Dynamic Unisex Socks, 10.5-11.5, White, Stripes
\$28.00
falkes.com/us_en
\$80 min. order
Free returns
White - Unisex - Crew

Men's Originals Half Calf Socks - White Black - Medium
\$14.00
Bombras
★★★★★ (24)
Get it by 6/2
White - Crew - 1 pair

Popular products

40% OFF
KULE Women's Fair Isle Socks
\$22.80 \$38.00
Shopbop & more
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KULE Women's New York City Socks
\$38.00
Amazon & more

36% OFF
KULE Pretzel Socks
\$24.00 \$38.00
REVOLVE & more
Get it by Wed (Free)

KULE Men's 1973 Sock
\$38.00
Kule & more
Free delivery on \$150+

39% OFF
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Kule & more
Free delivery on \$150+
5.0 ★★★★★ (1)

Kule Socks
\$38.00
the Store Mill Valley

KULE Women's Take Out Socks
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Shopbop & more
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KULE x Brookline Cashmere Blend Socks
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Kule
Free delivery on \$150+
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KULE Men's Rugby Smile Socks
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Leguna Supply

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K KULE

https://www.kule.com/products/the-mens-1973-sock...

The Men's 1973 Sock - White

Starting in January 2018, KULE has collaborated with prinkshop to produce commemorative 1973 tees, sweatshirts, and accessories, honoring the landmark Roe v. ...

\$38.00 - In stock - Free delivery over \$150 - Free 30-day returns

S Shopbop

https://www.shopbop.com/kule-jewelry-accessories-so...

KULE Socks & Tights

Shop KULE Socks & Tights at Shopbop. Explore the latest designer styles and enjoy free shipping and returns.

4.9 ★ store rating (23) \$23 to \$48 - Free delivery - 30-day returns

S ShopMy

https://shopmy.us/shop/product/...

KULE | The Men's Take Out Sock

These black crew socks feature a smiling face and alternating "THANK YOU" and "HAVE A NICE DAY" messages, bringing a dose of positivity to your feet.

K KULE

https://www.kule.com/collections/...

KULE X PRINKSHOP

The Men's 1973 Sock - White. KULE x prinkshop. The Men's 1973 Sock. White. \$38 - The Men's Archie 1973 - White/Royal Blue. KULE x prinkshop. The Men's Archie ...

\$38 to \$198 - Free delivery over \$150 - Free 30-day returns

People also ask

Who makes the best quality men's socks?

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What socks are Gen Z wearing?

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What type of socks do most men wear?

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What socks are good for sweaty feet men's?

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Feedback

More products



KULE Women's Ribbed Ski Socks
\$38.00
Garmentory



KULE Women's Be You Not Them Socks
\$38.00
Kule & more
Free delivery on \$150+



KULE Women's Bagel Socks
\$40.00
Two Skirts & more



KULE Cashmere Blend Poppy Socks
\$79.00
Kule
Free delivery on \$150+



KULE Men's Polka Dot Socks
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4Sisters1Closet



20% OFF
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\$22.80 \$38
Twigs
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66% OFF
Kule The Women's Apres Ski Knee High Sock
\$15.00 \$45
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Women's KULE I Love You Socks
\$38.00
palmer & purchase



50% OFF
KULE Women's Diagonal Stripe Ski Socks
\$19.00 \$38
Kule
Free delivery on \$150+



<https://www.sopicks.com> · Kule Hosiery

Kule Socks - Sale up to 57% off

Shop 15 Kule Socks at SoPicks, where you can conveniently compare products on sale from multiple stores and find the best deals.
\$19 to \$48 · Free delivery · 30-day returns



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21% OFF
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\$30.00 \$38
Cleanor



KLUE Merino Wool Socks with Bands
\$21.00
The Covert Collective



SJ Johnson Photography Kule Socks
\$95.00
Susan Moulder Joh...



KLUE Merino Wool Socks
\$18.00
KLUE & more



KLUE France Organic Cotton Socks
\$13.00
OPC



KLUE Merino Wool Banded Socks
\$18.00
Craffiti Bea... & more
Free delivery on \$150+



KLUE Merino Wool Socks with Stripes
\$18.00
KLUE



Vintage Tennis Socks
\$24.00
House of Cardoon



KLUE Merino Wool Band Socks
\$18.00
KLUE & more



Crew Socks Men's Midweight Socks
\$20.16
yourcasualstyle.com



<https://shopmy.us> · shop · product

KULE | The Men's O Boy Sock

These vibrant yellow socks feature "O BOY" spelled out across both feet, adding a fun, quirky detail. Crafted for comfort, they're perfect for adding a pop ...



<https://www.kule.com/collections/the-sock-bar>

Socks

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\$38 to \$79 · Free delivery over \$150 · Free 30-day returns
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<https://www.anthropologie.com> · shop · kule tennis so...

KULE Tennis Socks

We're sorry. This product is no longer available: KULE Tennis Socks. KULE.
\$4.95 · Out of stock



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The Women's Be You Not The...

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The Women's Central Park Soc...

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Robb Report | O BOY - KULE

O BOY - KULE

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https://oboy.kule.com/press/robb-report17-1-2023

Robb Report | O BOY - KULE

As you vers... Kule The Men's Pickleball Sock. Signal your allegiance in the escalating tennis vs. pickleball conflict with these Kule socks...



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Kule **1973 shirt**



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1973 shirt meaning



Kule men's



1973 t-shirt planned parenthood



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“women’s Kule sweater” Google query (cache cleared, incognito browser)

Google women's Kule sweater

Refine results: Neckline (V-neck, Round Neck, Pink, Black, On sale, Long Sleeve, Pullover, Cardigan, Blue, Cotton, Gray, Wool), Color (Pink, Black, Blue, Gray), Sleeve Style (Long Sleeve, Short Sleeve, Sleeveless, Three Quarter Sleeve), Fastening Style, Style, Material, Pattern, Category, Stores.

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- The Tatum - Sand/White... \$258.00 Kule Free by 5/29
- The Tatum - Poppy Sweater by KULE... \$258.00 Kule Free by 5/29
- The Tatum - Cream/Royal Blue... \$258.00 Kule Free by 5/29
- The Sinclair - Camel Cashmere Cardiga... \$428.00 Kule Free by 5/29











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The Tatum, Cream/Poppy, \$258 - The Farley - White - The Farley, White, \$198 - The Tatum - Sand/White Ministi... The Tatum, Sand/White Ministi...
\$188 to \$348 - Free delivery over \$150 - Free 30-day returns

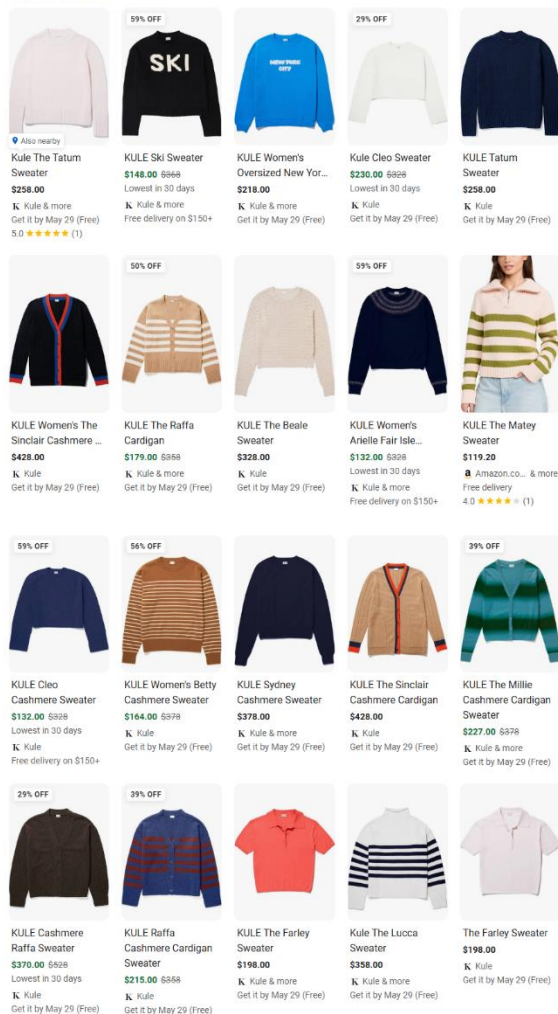
KULE
https://www.kule.com/collections/womens
WOMENS
Cotton Sweater Shop - Sweaters - New Sweaters - Cashmere - Cotton - Cardigans - All ... The Womens Be You Not Them Sock, White/Navy, \$38 - The Modern 1973 - ...
\$95 to \$448 - Free delivery over \$150 - Free 30-day returns

Shopbop
https://www.shopbop.com/KULE+clothing
KULE Sweaters / Knits
shop KULE Sweaters / Knits at Shopbop. Explore the latest designer styles and enjoy free shipping and returns.
4.9 store rating (23) - \$32 to \$358 - Free delivery - 30-day returns - Items up to 80% off

Deals on Women's Sweaters

55% OFF	25% OFF	59% OFF	25% OFF	39% OFF
				
KULE Ski Sweater \$148.00 \$666 Lowest in 30 days K Kule & more Free delivery on \$150+	Kule Cleo Sweater \$230.00 \$622 Lowest in 30 days K Kule Get it by May 29 (Free)	KULE Women's Poppy Marl Raffa... \$180.00 \$448 Lowest in 30 days K Kule & more Get it by May 29 (Free) 5.0 (1)	KULE Cashmere Raffa Sweater \$370.00 \$626 Lowest in 30 days K Kule Get it by May 29 (Free)	KULE Betty Cashmere Sweater \$230.00 \$678 Lowest in 30 days K Kule & more Get it by May 29 (Free)
				
KULE Betty Love Cashmere Sweater \$244.00 \$648 Lowest in 30 days K Kule Get it by May 29 (Free)	Kule Poppy Marl Sweater \$160.00 \$698 Lowest in 30 days K Kule & more Get it by May 29 (Free)	KULE The Sailor Sweatshirt \$168.30 \$198 Free delivery Amazon.co., & more	KULE Women's The Oversized Apres S... \$72.00 \$178 Lowest in 30 days K Kule & more Free delivery on \$150+ 5.0 (1)	KULE Women's Raleigh Sweatshirt \$86.00 \$198 Lowest in 30 days K Kule & more Free delivery on \$150+

Popular products :



K KULE
<https://www.kule.com/collections/cashmere>

Cashmere Shop

The Raffa, Clay/Cream, \$398 • The Sinclair - Cream/Poppy/Pink, 100% CASHMERE, The Sinclair, Cream/Poppy/Pink, \$428 • The Raffa - Navy/Poppy, \$328 to \$428 • Free delivery over \$150 • Free 30-day returns



Bloomingdale's
<https://www.bloomingdales.com/Women/Sweaters>

Kule Sweaters for Women

4.6 ★ store rating (65) · \$134 to \$298 · Free delivery · 30-day returns



K KULE
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Sale

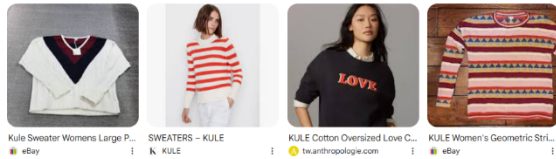
The Hudson - Toffee - The Hudson. Toffee. \$249; The Betty - Vicuna/Cream - The Betty. Vicuna/Cream. \$164; The Raffa - Camel/Cream - The Raffa. Camel/Cream. \$179 ... \$44 to \$269 - Free delivery over \$150 - Free 30-day returns - Items up to 55% off



Images



KULE Women's The Matey Swe... Kule Women's The Cleo Sweater KULE The Lucca Wool Cashme... Kule Women's The Pips Cardig...

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What material is the softest for sweaters?

[Feedback](#)

Reddit · r/fashionwomens35
50+ comments · 1 year ago

Where do you get high quality sweaters?

If you want a really warm quality wool sweater, go with Pendleton. They still send out catalogs and have sales too. <https://www.pendleton-usa>.

50 answers · Top answer: I would LOVE to try Peruvian Connection! Peru has a history of great textiles, ...

eBay
<https://www.ebay.com> · ... · Sweaters

KULE Sweater Womens Small The Day Trip Striped ...

TINY SPOT NOTICED IN RIBBED HEM, AS PICTURED AND CIRCLED IN RED. In good pre-owned condition. See photos for detail and approximate measurements for sizing.

\$99.00

Reddit · r/femalefashionadvice
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Great Quality Sweaters? : r/femalefashionadvice

I usually look for cashmere sample sales (Majestic Filatures or in Chabanel district), vintage Scotland wools, or vintage Dale of Norway.

136 answers · Top answer: Before someone jumps to sing their praises - Quince's cashmere is bad. Real...

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Kule Sweater sale	🔍	Kule tatum Sweater	🔍
KULE Cleo Sweater	🔍	Kule Cardigan sale	🔍

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